

Pointers for Buyers



Simplex Supply House
Pontiac Building
CHICAGO - ILLINOIS

DIRECTORY

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TERMS:

Our terms are **STRICTLY CASH WITH ORDER.**

REMITTANCES

Remittances should be made by Express or Post Office Money Orders, Bank Draft or Cash in order to assure yourself of immediate shipment. This is simply a matter of convenience to you. We will gladly take personal checks, if you prefer to remit that way, but a slight delay of shipment until collection has been made may result. **ADD TEN CENTS EXCHANGE TO PERSONAL CHECKS.**

C. O. D. ORDERS

A deposit of ten per cent of the amount of the order is required on C. O. D. orders to insure transportation charges. Goods are sent subject to approval.

ABOUT SHIPMENTS

Because of the present low express rates we have found express shipments much more satisfactory to everyone than either freight or parcel post. All shipments of less than fifty pounds will be made by express unless we are otherwise instructed. Send postage with order—when parcel post shipment is desired. Unless postage is enclosed we ship by express. We are not responsible for goods which may be lost in shipment, when they are carried by parcel post—but we duplicate shipments lost by express companies.

CREDIT GIVEN FOR EXPRESS CHARGES

Send your paid express bills to us immediately upon receipt of the goods in good order and we will issue and send you a **CREDIT CHECK** equal to the amount of the express charge, provided the charges do not exceed 50 per cent of your order. If charges amount to more than half your order a credit check equal to 50 per cent of your order will be issued. This check is the same as cash on your next order. When endorsed by you (the same as bank check) this may also be used by any other person who orders from us. Thus, your goods from us cost you the low **NET** catalogue prices—and you get them very promptly. Unless the order weighs more than fifty pounds, it comes to you by *fast express*.

HERE IS OUR BINDING MONEY BACK GUARANTEE

If any article selected from this catalogue is not satisfactory (for any reason) and is so reported to us within thirty days from date of shipment to the customer, we will refund the full amount paid for any such article or articles returned. This refund will be made without quibble, immediately upon receipt of goods in good order.

You take no chances when you buy supplies from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

We Extend You a Friendly "Glad Hand"



If you are one of our old valued customers, we thank you for your business. You have contributed to our success. We are going to keep right on meriting your trade. We want to please you.

If you are among those who have not used "SIMPLEX" supplies, we are glad to have this opportunity of bringing our message to you. You save money on SIMPLEX supplies—thousands of letters we have received attest to that—but the best part of our service to you is the **STERLING QUALITY** and the **GENEROUS QUANTITY** which we offer for the low **NET** prices. In considering our goods, bear in mind that you can't buy better made merchandise. We guarantee quality. If you are not more than pleased—you can get your money back.

And, if this were not enough, we say to you that our name and reputation are too valuable to sacrifice by any misrepresentation. If you wish, you may write the Central Trust Company of Illinois—Chicago—or to any poultry paper published in America.

We have the reputation of being one of the **MOST RELIABLE SUPPLY HOUSES IN THE COUNTRY**—and you can just believe that we are going to hold up that good name!

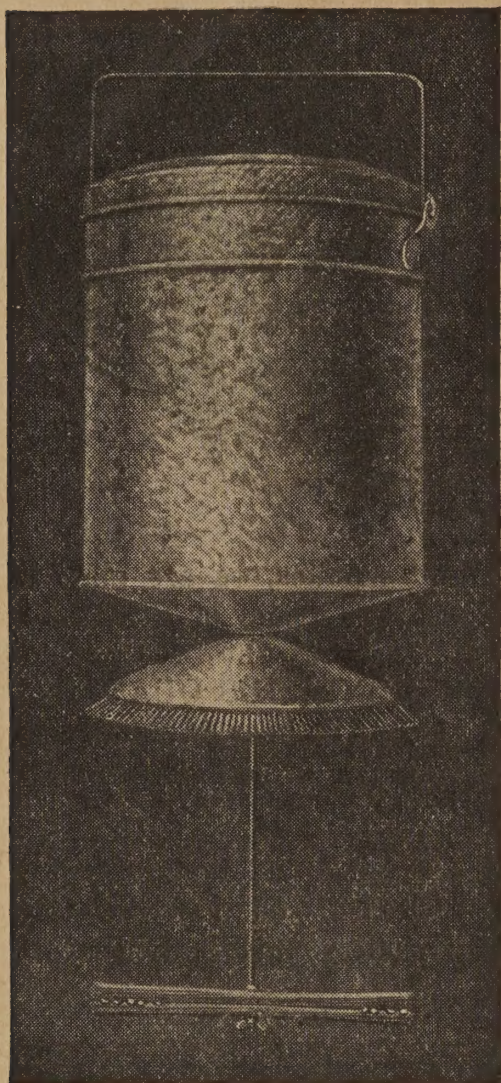
Read through this Catalog. Let us save you money! Every article listed in this catalogue is a *bargain*—worth more than we ask. Try an order. See how well we please you. Be sure you try the Faultless Poultry Feeder. This is a product resulting from years of study. We make this in enormous quantities. You pay just one profit. *The price is exceedingly attractive.* But always, we say: "Money back if you want it."

No matter how large or small your order, on receipt of express receipt or freight bill—marked paid—we will issue you credit check for the transportation charges limited to half the amount of your order. This **CREDIT CHECK** may be used in reordering by yourself or friends.

SIMPLEX SUPPLY HOUSE

Pontiac Building
Chicago, Illinois





A Quarter Bushel SIMPLEX "FAULTLESS" Poultry Feeder FOR ONLY \$1⁰⁰



- 1—Saves work and worry.
- 2—Insures proper feeding.
- 3—Increases egg production.
- 4—Decreases feed bills.
- 5—SCATTERS the feed thoroughly.

Every well-posted fancier knows the value of the automatic poultry feeder. On the well-equipped poultry farms they are considered very essential equipment, but the PRICE has been a draw-back to many.

We have been working to perfect an automatic feeder that would be within the means of the small fancier—that everyone might buy. And we have invented an automatic feeder—the SIMPLEX "FAULTLESS"—which "fills the bill" with amazing satisfaction.

Now, although the price is 50% lower than any other good feeder, this is not a cheap feeder in any particular. It is constructed to fill a long felt want for a GOOD feeder—at a small price. In operation, it is just as successful as the more expensive feeders. Think of it! An 8-quart automatic feeder for one dollar; half-bushel size, \$1.50, and full bushel size \$2.00. Now, everyone can have the best. It's not a question of "Can we afford it?"—but "Can we afford to go without one?" **You can't!**—and if you have ever used an automatic feeder and seen the fine results they bring about—**YOU KNOW THAT WE ARE RIGHT.**

Why take valuable time to feed the chickens three times a day? This will enable the chickens to **feed themselves** and get some good, healthy, egg-building exercise while so doing!

Get one of these large, Faultless Feeders today. Fill the hopper **once a week**—then forget it. It is so simple that it always works—

nothing to get out of order. From a mechanical standpoint this will do all that any feeder will do—more than most of them.

It won't clog. Wind can't operate it. Made of the best grade rust-proofed galvanized iron—nothing to break. The bait-bar works with a rotary motion—and scatters the grain widely. You can feed any kind of grain—mixed or separate. No solder in the construction to break out and cause leaks or breakage. Every part is firmly crimped together by machinery—or securely BOLTED in place.

We expect to sell 10,000 of these feeders before January 1, 1916—we have based our production figures on that quantity—and have MADE THE PRICES ACCORDINGLY. If ever VALUE has been combined with LOW PRICE—it's here!

We firmly believe that this is the best Automatic Feeder on the market—and that it will immediately meet with a big sale at the following prices:

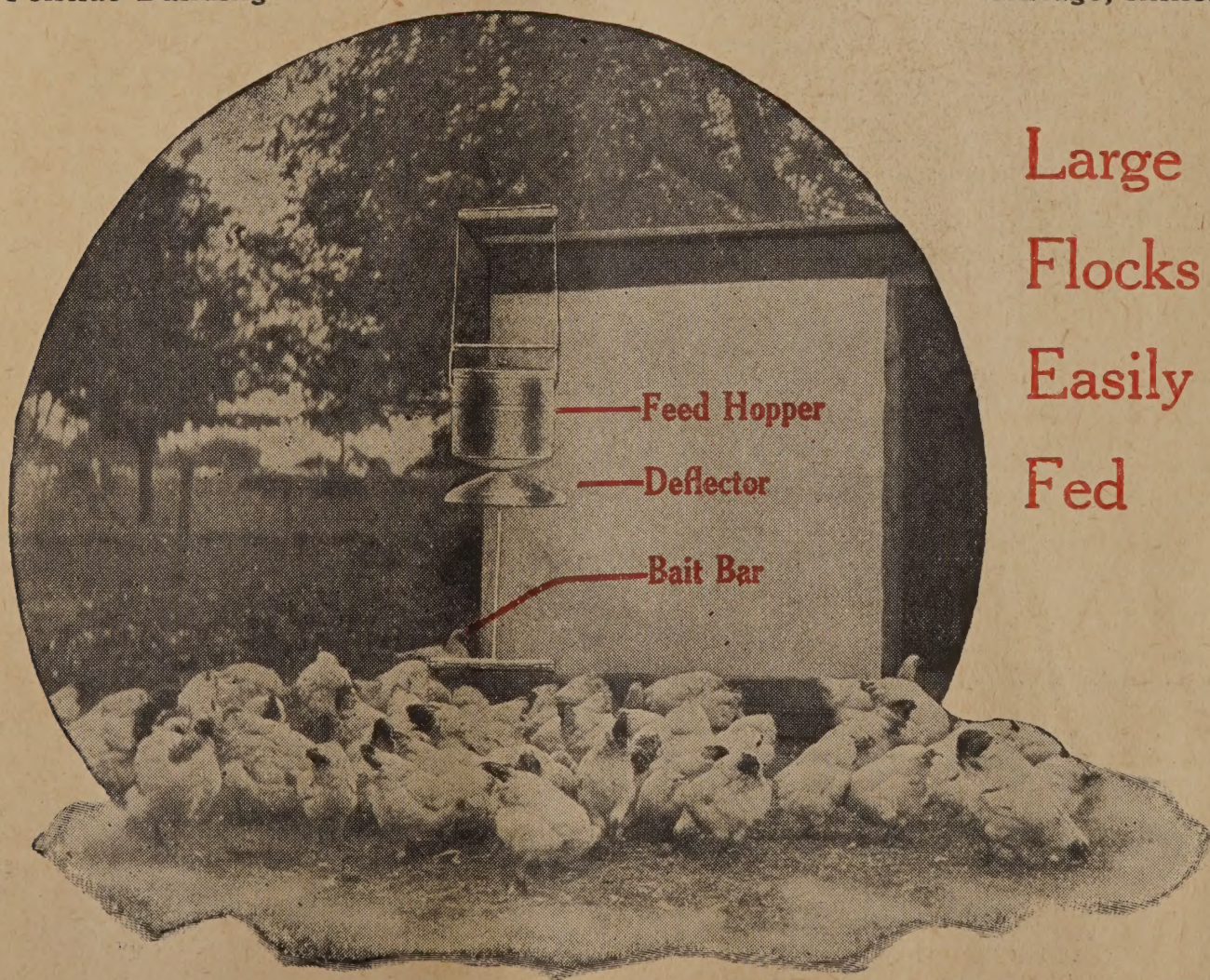
No.	Capacity	Height	Width	Shipping Weight	Prices
152	8 quarts $\frac{1}{4}$ Bu.	8 inches	10 inches	4 $\frac{1}{2}$ lbs.	\$1.00
153	16 " $\frac{1}{2}$	13 $\frac{1}{2}$ "	10 "	6 "	\$1.50
154	32 " 1	22 "	11 $\frac{1}{2}$ "	9 "	\$2.00

Send all orders direct to (If your dealer does not carry them in stock.)

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois



**Large
Flocks
Easily
Fed**

Pleased customers are the most valuable assets of any business. We have them by thousands. Do not take OUR WORD for this—read the few extracts from letters reproduced below—they are just samples of the great many we have in our files for your inspection.

FROM COAST TO COAST—NORTH AND SOUTH

GOODS EXACTLY AS REPRESENTED.

Simplex Supply House—I must and will say that your **goods are exactly as represented and certainly are fine.** I would not take twice the price I paid for my FEEDERS unless I could get more. I do not see how any poultry raiser gets along without one. Wm. G. Muse, Jr., West Newton, Pa. Aug. 10, 1914.

INCREASED EGG YIELD 25%.

Simplex Supply House—I am perfectly satisfied with the automatic FEEDER and would not want anything better. **My egg yield increased 25% on the same flock** and I would recommend them to anyone with a large or small flock, as it saves labor and feed. R. F. High, 50 Washington St., Naperville, Ill. Aug. 13, 1914.

NO TROUBLE WITH RATS AND SPARROWS.

Simplex Supply House—I received the FEEDER O. K. and am certainly pleased with it. It feeds the chickens well and keeps them busy, besides I have no more trouble with rats and sparrows. Geo. Rideman, Toledo, Ohio.

ESPECIALLY WELL SATISFIED WITH FEEDER.

Simplex Supply House—I received the appliances all O. K. and **am well satisfied with them, especially the automatic feeder,** which is a great time saver. I expect to order more of the automatic feeders later. **I am a satisfied customer.** Martin Mott, Burlington, Ill.

JUST THE THING FOR HIM.

Simplex Supply House—I am satisfied with the POULTRY FEEDER received of you. It does all you claimed for it and is **just the thing for me as I have not the opportunity to feed regularly** at all times. H. D. Baker, Greenville, Ohio.

A PROFITABLE INVESTMENT.

Simplex Supply House—Am using your feeders and find them a profitable investment. **Would not be without them.** W. F. Bradford, Wheeler, Mich.

HENS WORK FOR THEIR LIVING.

Simplex Supply House—I am more than pleased with the feeder I bought of you. **It is a pleasure to see my hens working for their living** and there is **no waste** or anything for the rats and mice to feed upon. Chas. F. Bregel, 1634 Jefferson St., Baltimore, Md.

SIMPLE AND PERFECT.

Simplex Supply House—Your self-feeding poultry feeder is O. K. In brief, it is **simple and works perfectly.** I shall need more soon. Chas. A. Crawford, Bronson, Minn.

SAVES ONE-THIRD OF THE GRAIN.

Simplex Supply House—I find your poultry feeder very good and would not be without it. It **saves about one-third of my grain,** we get **more eggs,** and have **less rats and small birds.** P. L. Hill, 204 Northampton St., Bangor, Pa.

THE ONLY WAY TO FEED CHICKENS.

Simplex Supply House—I received the feeders O. K. and like them very much. **The only way to feed chickens is with self-feeders.** I would not be on a chicken ranch without them. Ira N. De Line, Olympia, Wash.

GREAT TIME SAVER.

Simplex Supply House—I am more than pleased with your feeders and expect to place a number of them in use this fall. I find that the **hens lay better** than with the old way, besides its being **a great time saver.** H. C. Faulkner, Marshall, Mich., Aug. 24, 1914.

KEEPS THE HENS BUSY.

Simplex Supply House—I am perfectly satisfied with your poultry feeders. **They keep the hens busy.** Arthur Rost, Milwaukee, Wis.

FOUND THEM ECONOMICAL.

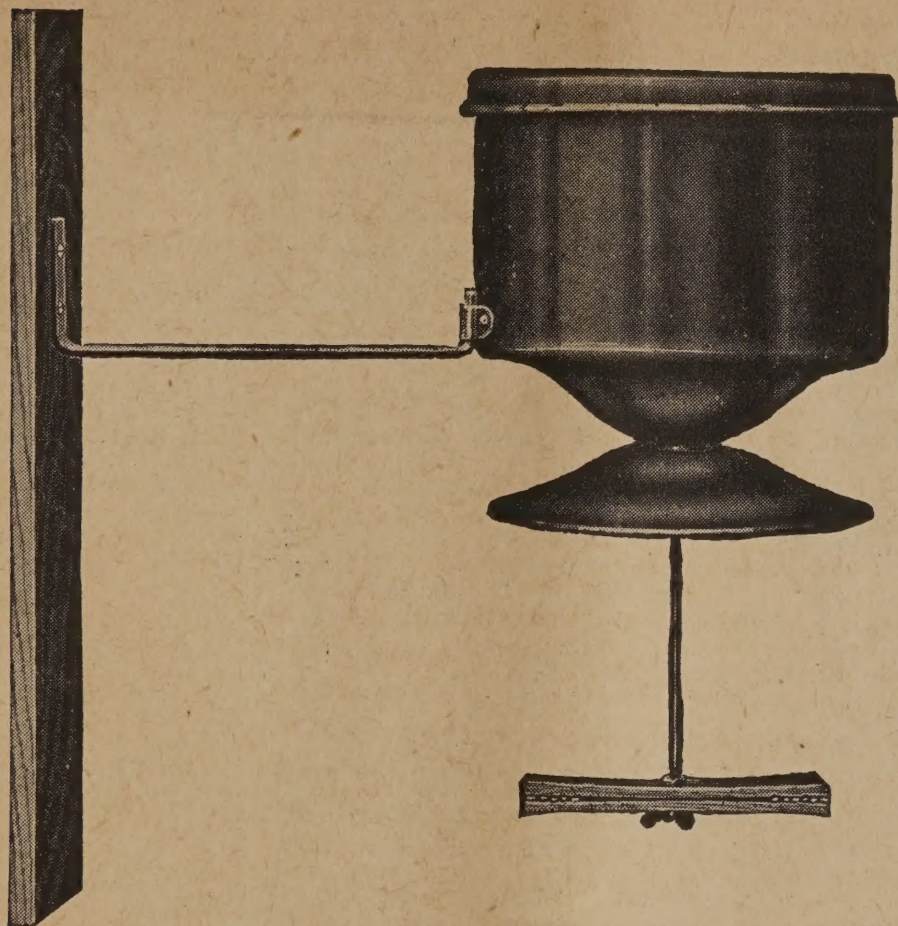
Simplex Supply House—We received your feeders and found them **economical** and are **well pleased with them.** J. S. McFerren, Hoopeston, Ill.

DEVELOPES YOUNG CHICKS.

Simplex Supply House—The SIMPLEX FEEDER I bought of you works fine, **saves time and labor and develops the young chicks.** It makes them work for their feed. J. S. Campbell, Tuscola, Ill.

GRANDEST "TRICK" IN THE POULTRY YARD.

Simplex Supply House—The SELF-FEEDERS are the grandest trick in the poultry yard yet. It is **surprising at the time and labor they save** and I would not do without them for twice the price of them. I am **perfectly satisfied** in every way and shall order more soon. M. O. Richardson, Plattsburg, Mo.



Simplex Faultless Baby Chick and Growing Stock Feeder

(Also Recommended for
Full Grown Birds being
Raised in Philo and other
Low Coops.)

Capacity 4 Quarts

**SEAMLESS
CONSTRUCTION**

This feeder-the peer of all-is made without a seam or particle of solder. The body is made of one piece of metal, drawn into shape by an expensive double drawing and annealing process which not only produces an article absolutely flawless, but also an article that is attractive in appearance and which cannot become broken unless deliberately smashed.

EXCEPTIONALLY USEFUL

Raising Baby Chicks and instilling vigor into the growing stock depends greatly upon the feeding methods employed by the breeder. Young stock should be fed little but often-you know it's a big job to take care of them properly-then again-the feed they don't eat at once lays on the ground-gets soiled-unfit to eat. The **SIMPLEX FAULTLESS GROWING STOCK FEEDER** will keep the feed sweet and clean-it's always on the job-feeds the chicks when they are hungry-never too little-never too much-it's a pleasure to watch the little fellows work around the feeder and to know that they are being fed just right-that every kernel of feed they consume increases their weight and vitality, thereby producing larger birds with less work on your part.

NOT ONLY FOR BABY CHICKS

This feeder will work equally well if used for feeding full grown birds and is recommended for use in low coops. It holds four quarts, will feed any kind of feed either mixed or separate-it is built on the principle of our larger "FAULTLESS" Feeder and is furnished complete with bracket which can be attached to the wall or side of a coop at proper height. This feeder is beautifully enameled (dark brown) and with ordinary care it will last forever. It is guaranteed to feed your stock perfectly from the time the chicks are able to eat until ready for the axe.

No.	Capacity	Diameter	Hopper Height	Height Overall	Shipping Weight	Price
151A	4 qts.	8½ in.	7 in.	14 in.	3 lbs.	\$1.00

NOTE

For feeding rations for little chicks-growing stock-breeding stock etc.-we advise you to procure a copy of the book "HOW TO RAISE CHICKS" by Dr. Prince T. Woods. We highly recommend this book to every breeder-it tells just how and what to feed-gives special mixtures for use in automatic feeders-also mashes. This book is bound in cloth and can be procured through us at the regular price of 75 cts. postpaid.

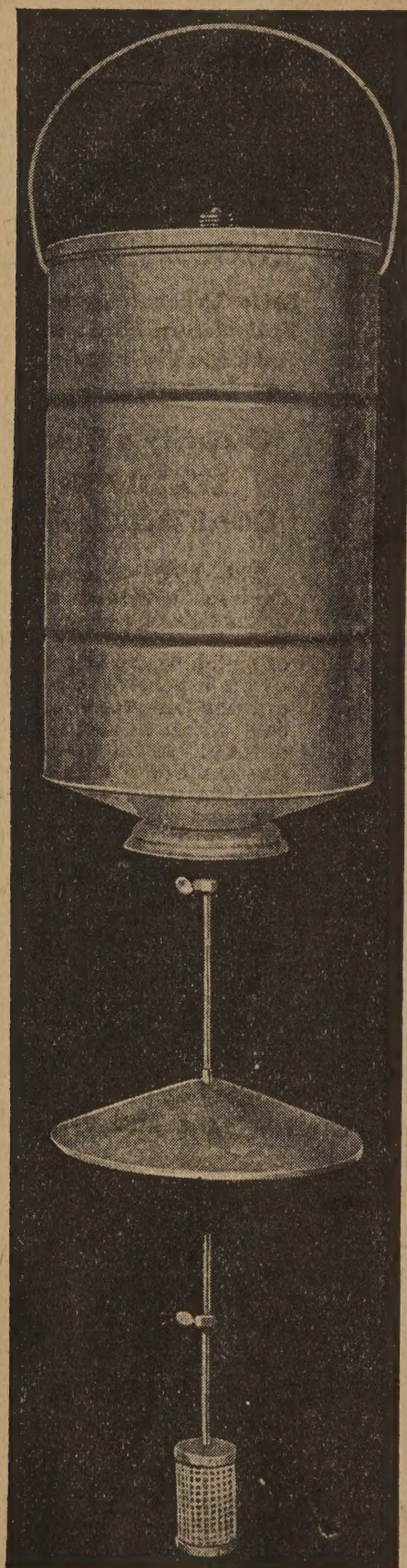
Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.



Simplicity Poultry Feeder



Here's the Original "KANT-KLOG"
Automatic Poultry Feeder

Simply Perfect

Perfectly Simple

For two years this Feeder has been on the market, and they have been two years of satisfaction giving.

The Bait Bar operates with a swinging pendulum motion—not rotary. The length of the pendulum can be adjusted so that the device feeds just the proper amount of grain at each movement of the rod. Needs no watching—always works. Nothing to go wrong. No springs or intricate working parts. How does it work? The swinging of the pendulum fills the cup, under the hopper (which regulates the quantity of grain fed at one "swing") and also releases one "load" of grain. This drops off onto the deflector and bounces around in all directions.

Like all "SIMPLEX" products, this is fully guaranteed. If the swinging pendulum motion is preferred to the rotary method of the "Faultless"—then you'll do well to buy the "SIMPLICITY KANT-KLOG." These low prices are now in effect.

No.	Capacity	Style	Height of hopper	Width	Shipping Weight	Prices
128	1 qt.	"Baby Chick"	6 in.	4½ in.	1 lbs.	\$1.00
131	6 "	Low Coop	6½ "	10 "	4 "	1.50
129	10 "	Medium	10½ "	10 "	5 "	2.00
130	20 "	Leader	18½ "	10 "	7 "	2.50

These Automatic Feeders are pleasing others.
They will delight you!

Order direct from

SIMPLEX SUPPLY HOUSE

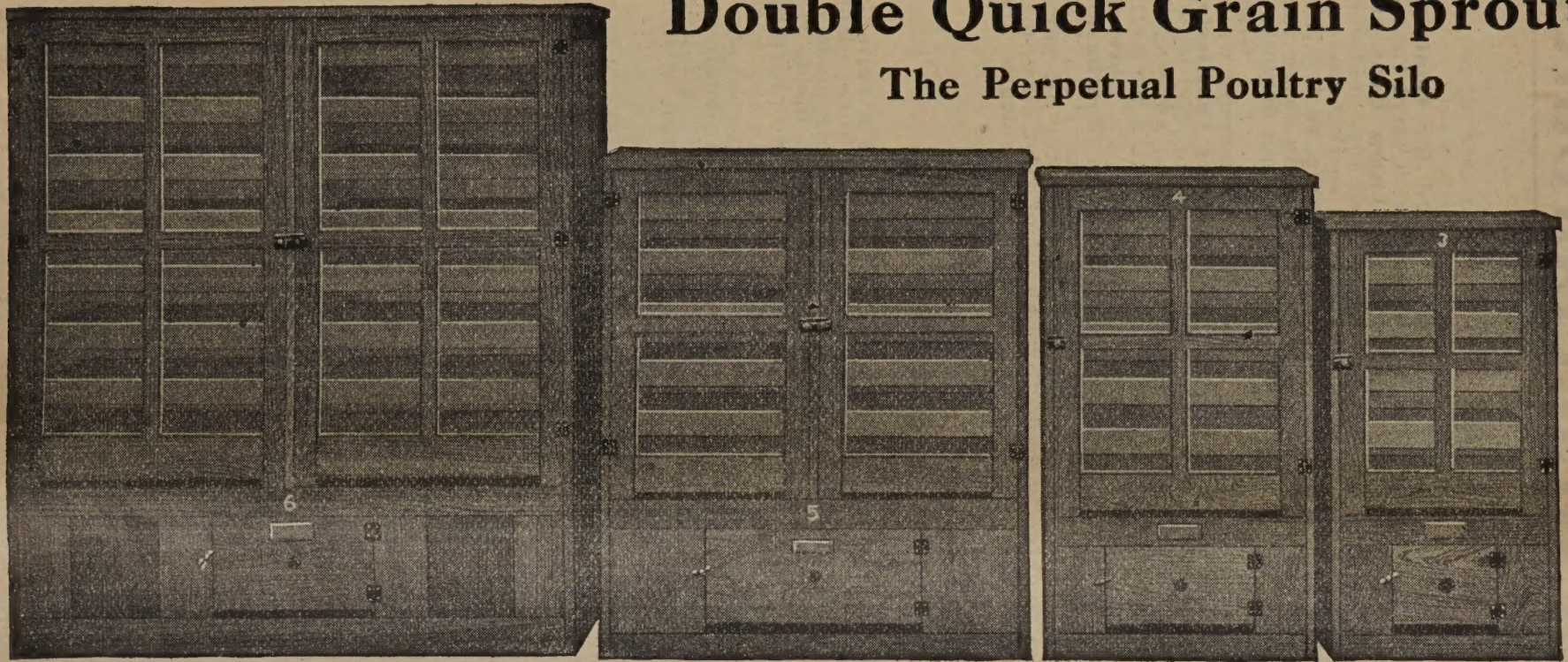
Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

Double Quick Grain Sprouter

The Perpetual Poultry Silo



The original Grain Sprouter, the first commercial Sprouter in the U. S. Put on the market in 1910. Time-tested and tried under every condition in every part of the country. Sprouts in 20 to 30 hours and forces growths of an inch to two a day. Makes 2 to 4 bushels feed from one of grain. Quickly pays for itself in the feed it grows and the eggs it brings.

SPECIAL PRICES: Shipped from Iowa Factory, Freight Prepaid in Full to Any Part of the U. S. or Canada East of the Rocky Mountains, and Proportionate Freight Elsewhere.

No. 3, 1-bu., 5 Trays, 100- 150 Hens, 21x17x40, 55 lbs.....	\$10.90
No. 4, 2-bu., 6 Trays, 200- 300 Hens, 25x20x44, 75 lbs.....	13.95
No. 5, 4-bu., 12 Trays, 400- 600 Hens, 39x25x45, 125 lbs.....	18.85
No. 6, 8-bu., 16 Trays, 800-1200 Hens, 52x27x60, 200 lbs.....	31.95

SIMPLEX SUPPLY HOUSE, PONTIAC BUILDING, CHICAGO, ILL.

Double Quick Grain Sprouter

How It Is Built

Outside Wooden Walls insulated with asbestos and rosin board for retaining heat. . . . **Inside Metal Grain Chamber** of open hearth galvanized sheet steel that is non-destructive by moisture and minimizes mold troubles. . . . **Lamp Heat and Fumes** pass up between the two walls and escape from openings near top, no fumes entering the grain chamber. . . . **Every Unit of Heat** is thus utilized so that the cost is small. . . . **The V-Shaped Vapor or Water Pan** is just above the lamp, so the first thing the lamp heat strikes is the bottom of this pan, producing the warm vapor that bathes the grain in moisture. . . . **A Drain Tube** leads from the vapor pan down into the lamp box to take care of the surplus water when grain is watered. . . . **Glass Doors** give abundance of light to stimulate growth. . . . **Movable Top** permits water poured over top tray to percolate down through all trays. . . . **A Perfect Ventilation System** produces in every part of the machine a positive movement of air, which means death to hold. . . . **The Tray Frame Is of Cypress**, which is not affected by water, put together with cement nails, thus making not only a light but a perfectly rigid and strong tray to hold the heavy masses of wet green sprouts. . . . **Bottoms of Trays** are of 8-mesh galvanized woven wire, which gives the **Root Ventilation** which all botanists know adds immensely to the growth of the grain. . . . **The Best of Cypress Lumber**, which is indestructible by moisture, is used for all parts except the paneling. . . . **The Entire Machine** is made throughout of first class material, is finished in **natural wood colors**, and makes a fine piece of furniture, and will last many years.

Important Matters

The Feed House, the cellar, kitchen, dining room, or any shelter, is a suitable place in which to operate the Double Quick. Being a nice piece of furniture, many are operated in dining rooms and kitchens. . . . **It Does Not Warp**. Being made of Cypress and the further fact that the warm air from the lamp passes up inside the wooden walls, the sprouter is used by the thousands in cellars with no warping whatever. . . . **The Cost of Oil** is insignificant when the sprouter is used in any good protection. It is never excessive, even when used on the back porch or a cold shed, because of the wooden walls and the insulation. . . . **Nos. 5 and 6** have a double set of trays, so that no tray is so large but that a lady may handle it when it is full of green sprouts. . . . **The Largest Size** sprouters will pass endways through 28-inch doors.

There are many thousands of the Double Quick now in active use in every part of the United States and Canada, and they have been shipped to nearly every civilized country in the world. Several hundred commendatory letters have been received, of which the following are samples:

C. H. Latham, Beauty and Utility Barred Rocks, Lancaster, Mass.—"I am enclosing my check for **two more** No. 5 Double Quick Grain Sprouters. The one I got some weeks ago is doing good work."

L. T. Davis, Corsicana, Texas.—"I have my No. 6 and it does everything you claim for it. Is indeed a grand machine. Would advise any one in the poultry business, large or small, to get this machine, for it will get the eggs any season of the year."

Milo R. Meredith, Wabash, Ind.—"On Sept. 16, I ordered your No. 5 Double Quick Sprouter shipped to Maude L. Kaler, and this one is proving so satisfactory that she wants another of the same size, and therefore you will find my check in payment for this second Sprouter."

E. A. Palmer, Providence, R. I.—"Last fall I ordered one of your five-tray Sprouters. This works very satisfactory. I enclose my check for one of your No. 6 Double Quick Sprouters."

Ernest F. Smith, Redlayer Strain R. I. Reds, Kirkwood, Ill.—"I think we owe you a testimonial for your Sprouter, which we purchased the latter part of February. We are operating it in a cellar where the temperature varies very little from 40 degrees above zero. In this cold place, at a cost of less than 1 cent a day for oil, we are operating one of your No. 4 machines and growing sprouts from 6 to 8 inches long in 6 days. We are using only half the trays and are not filling them nearly to capacity, and are feeding 75 hens all they will eat once a day. In short, we are only operating it at about one-third capacity which we could sprout if need be at the same expense for oil. Yours is surely a fine machine for results."

Simplex Supply House

Pontiac Building

Chicago, Ill.

MANY GOOD FEATURES.

Simplex Supply House—I herewith wish to inform you that the Simplicity Poultry Feeders recently bought of you are a great labor saver to the busy poultry-keeper. They work satisfactory, scattering the grain evenly, and although cheaper than most others, I don't think they can be beaten. In my estimation it is absolutely impossible for a "Simplicity" to get out of order. Mrs. Bruno Dietzel, New Braunfels, Texas.

BEST INVESTMENT HE EVER MADE IN THE POULTRY BUSINESS.

Simplex Supply House—I purchased some of your Simplicity feeders last December and will say that it is **the best investment I have made in the poultry business.** The main thing in getting lots of good hatchable eggs in January, February and March is keeping the hens busy, and I think the Simplicity Feeder has solved the problem, my first hatch taken off the middle of February brought me 96 strong chicks, and to this day, March 23rd, I have every chick and doing fine, the best hatch I ever took off in February and I lay my success to the Simplicity Feeders, they keep the hens on the jump. A. G. Norman, Chatsworth, Ill.

SIMPLY GREAT.

Simplex Supply House—Last April I ordered three ten quart Simplicity feeders and one baby chick feeder from you and have had them in constant use ever since and wish to inform you that they are simply great. We would not be without them for anything and intend to order more some time in the near future. We cannot see why any one would try to raise chickens without these feeders. We are recommending them to our friends around here and have a number of them interested. They keep the birds working and scratching for every grain they get and save a great deal of feed besides. A. D. George, Frankfort, Ind.

FEED EVERYTHING IMAGINABLE.

Simplex Supply House—The Automatic feeders have given me entire satisfaction. They are true to their name and have never once failed me. I have seen everything imaginable go in the grain but it all worked through without clogging the machine once. When I need more feeders I won't forget the name "Kant Klog." A. E. Haw, Manette, Wash.

SAVE TIME AND LABOR.

Simplex Supply House—Little chick and large feeder you sold me some time ago are working satisfactorily, in fact, I find them to save considerable time and labor. Also the main advantage in the large chicken hopper seems to be that one can work it on a pulley, thereby regulating to some extent the feeding of his flock. Homer B. Hand, Scranton, Pa.



A Group of Contented Little Fellows Around a Baby Chick Feeder



Complete Brooder with Curtain and Rat Guard Lowered

Simplex Perfection Feather Brooder

"Mother Nature's" Own Method

There is no getting away from the fact that *Nature's way is the best way*. It's not always possible to accomplish things ON A LARGE ENOUGH SCALE without adopting artificial methods. An old cluck will only take care of so many chicks—and she has her faults!

Here's the GIANT BIDDY—the real artificial hen. The natural feathers DRAW the chicks. When they need shelter—they "run for it."

Now, you know that it's one thing to HATCH chicks—and quite another thing to RAISE THEM. The reliable method for hatching is to use the "Buckeye" Incubator described on pages 16 and 17 of this catalogue.

And the FEATHER BROODER is the ideal NATURAL way to successfully raise little chicks—to keep them sturdy—to reduce the mortality.

You don't need fire—you don't need to spend a cent for operation—the first cost is the only one. You will agree that this brooder IS NOW a success. You will agree when you read what some of those who were somewhat skeptical have to say.

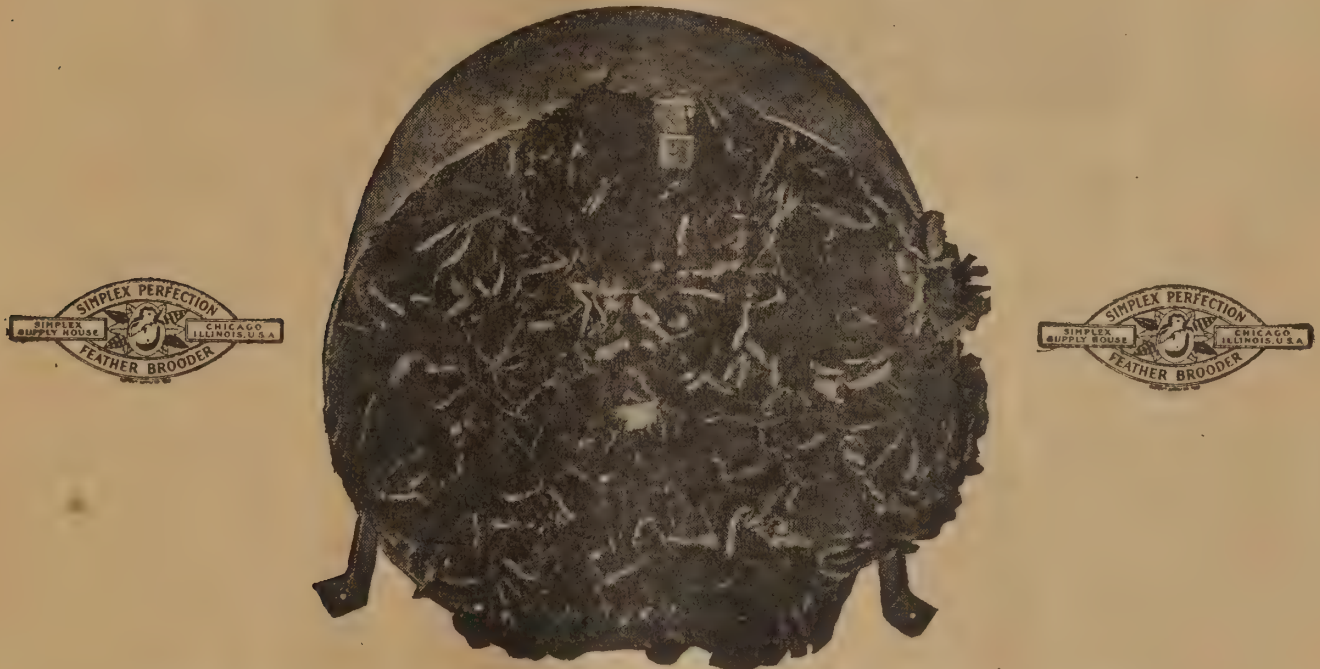
"RAISED EVERY ONE."

Simplex Supply House—I received the Feather Brooder O. K. I took the little chicks out of the incubator and put them in the Feather Brooder and raised every one of them and the chicks are all healthy and strong. S. N. Weinkauff, Courtenay, N. Dak.

The Simplex Feather Brooder Raises Chicks with Less Mortality than any Other Brooder or Even the "Old Cluck."

That's a strong statement—but we know whereof we speak. Perhaps we can best PROVE this fact by means of several statements from USERS. Read them on page 14. We have a great many more on file.

And then we can PROVE the facts to you, if you TRY THE BROODER. You have thirty days in which you can return it and get your money—if you want it. If you want RESULTS at the LOWEST possible cost—use Simplex Feather Brooders. They are making money for others—they will for you. Turn the page and we will tell you HOW they are made. Include an order for one or more when you send for a list of supplies. You'll thank us for having urged you.



View of bottom of brooder showing the thickness of the feathers.

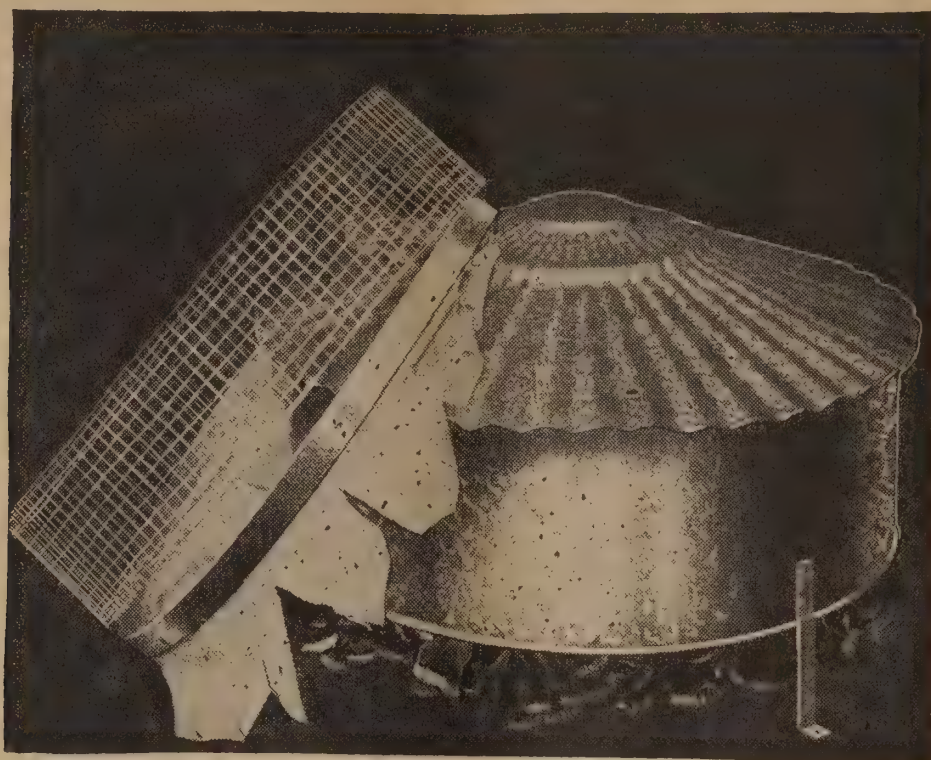
Is it any wonder that no artificial heat is required?

CHICKS ONLY MISS THE "CLUCK CLUCK."

Simplex Supply House—We think the Fireless Feather Brooders purchased last April are the best ever because we saved nearly all of the chicks of each hatch. The Brooders are light, sanitary, easy to move and best of all there is no smoky lamp to look after, no danger from fire, and yet the chicks appear to be as contented nearly as with a hen and I think about the only thing they seem to miss is the mother's "cluck." Anyone purchasing these brooders will make no mistake, and if they use reasonable judgment will not be disappointed. F. W. Henry, Poynette, Wis.

THINK IT GREAT.

Simplex Supply House—Will say that we received your Kant Klog Feeder and think it great, only wish we were able at present to equip our whole yards with them. If what I have said here will be of any value to you, use it anywhere. Mrs. Roy Collison, Lawrenceville, Ill.



Brooder with Rat Guard and Curtain Both Removed

CONSTRUCTION

The Simplex Feather Brooder is made of the finest materials throughout. The body of heavy galvanized iron is raised off the floor by means of three strong iron legs. The hover, itself (inside), is of NATURAL feathers fastened in tufts to a disc of corrugated galvanized iron in which holes, for ventilation, have been correctly distributed. The felt curtain can be raised or lowered at will. The rat guard of galvanized wire netting is 7 inches high and the ends overlap 12 inches. A "catch" is so arranged that this netting can be let out during the day time to give the chicks a runway and still keep them from straying too far from the brooder. At night the netting can be drawn tightly around the brooder, keeping out RATS and other creatures with evil intentions. This brooder LOOKS NICE. The corrugated iron top is pleasing to the eye—and practical, as well. The many corrugations provide ample ventilation—since the top protrudes $1\frac{1}{2}$ inches over the body, rain is kept out. Nothing to wear out. No fuel to supply. Just the first cost. No worry—for you can TRUST the chicks safely to the care of this GIANT BIDDY.

"NEVER LOST ONE."

Simplex Supply House—We are perfectly satisfied with the Feather Brooder we purchased of you. We never lost a chicken with it. Chas. DeWitt, Mansfield, Pa.

CHICKENS DON'T SMOTHER.

Simplex Supply House—I received one of your 50 chick Perfection Feather Brooders and have used this Brooder all season with the best success I have ever had with any brooder. I find that it is nature's own method, and no artificial heat is required. The chicks do not pile up and smother, and would not be without this brooder for twice the cost of it. Am figuring on buying another larger one next season. C. N. Kirk, Marshall Oil Co., Bismarck, N. Dak.

ONE look is worth a *thousand* words

That's an old, true proverb.

We can tell you—users can tell you—what this brooder accomplishes—but ONE LOOK, a real good trial, will do more than anything else to convince you of merit. Perhaps it is not so EASY to sell this brooder as some of the old, more standard types of brooders—but we have the satisfaction of KNOWING that every sale means a pleased buyer.

No.	Capacity	Inside Diameter	Extreme Height	Shipping Weight	Prices
170	50 chick	18 inches	14 inches	15 lbs.	\$4.85
171	100 "	21 "	14 "	16 "	\$6.35
172	150 "	24 "	14 "	17 "	\$7.90

Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

TWELVE YEARS' EXPERIMENTING PROVES FEATHER BROODERS BEST.

Simplex Supply House—The Feather Brooders purchased by me, gave the best of results. I have been using incubators the past twelve years, but I did not find a satisfactory brooder until this spring. I purchased two Feather Brooders, they are just what I have been needing the past twelve years. I shall want more Brooders next year. Mrs. Sarah Marshall, Bonnie, Ill.

NEXT TO THE OLD HEN.

Simplex Supply House—I cannot say too much in praise of your feather brooders. They are the next thing to the old hen. I expect to buy more next Spring. Mann Spitter, Thayer, Ind.

PREFERS THEM TO "ANY OLD HEN."

Simplex Supply House—We are pleased with the Feather Brooder. Little Chicks seem much pleased with their "Foster Mother." I prefer a fireless brooder to any old hen. L. M. White, Millstadt, Ill.

HAS NO EQUAL.

Simplex Supply House—It may be of interest to you to know of the excellent success I have had with your Feather Brooder purchased last spring. In comparison with other Brooders, including those in which artificial heat is supplied, your brooder has no equal. My experience with various styles of brooders leads me to believe that you have the best that may be purchased by people of moderate means and, further, in the long run, it is far less expensive than those costing three and four times as much money. The "Close to Nature" principle has been well applied to your invention. The closer we get to nature in the artificial raising of chickens the greater success we will have. H. S. Welton, Chicago Heights, Ill.

RAISED FIVE BROODS WITHOUT LOSING A SINGLE CHICK.

Simplex Supply House—In February I bought one of your Perfection Feather Brooders, and have had it in constant use since that time, raising five broods of chickens in it and HAVE NOT LOST A SINGLE CHICKEN. I have used a great many brooders, but have never used or seen one that could equal this record. With best wishes for continued success, I am R. J. Smothers, Winston-Salem, N. C.

SAVED ALMOST EVERY CHICK.

Simplex Supply House—Am very much pleased with the feather brooder. We have saved almost every chick, something we never did before, always lost a large percent before. Can certainly recommend your Feather Brooder to anybody wishing to buy a brooder. F. W. Kelbs, Eagle Bend, Minn.

PREFER THEM TO HEATED BROODERS.

Simplex Supply House—We are perfectly satisfied with the feather hover and much prefer them to the other artificial heaters. J. P. Johnson, Blair, Nebr.

TOOK THEM AWAY FROM THE MOTHER HEN WITHOUT LOSS.

Simplex Supply House—The Feather Brooders I bought of you are a fine thing for little chicks, they take to it beautifully. The mother hen can be taken away and go to laying again. The brooder is a dandy thing. We took the mother away from little chicks four days old and no loss. Jos. Pedlar, Montevideo, Minn.

NEAREST APPROACH TO NATURE OF ANY.

Simplex Supply House—The feather brooder I got of you is entirely satisfactory and I certainly think it is the nearest approach to nature of any brooder on the market. I expect to order another 150 chick size in the near future. W. E. Banks, Sopris, Colo.

FINEST SHE EVER TRIED—TRIED MANY.

Simplex Supply House—I received a Feather Brooder of yours this spring and I am highly pleased with it. My chickens 26 of them have been warm enough and are doing fine. It's the finest brooder I ever tried and I have tried several kinds. Glad to recommend it to my friends. Mrs. Minnie Arnold, Gregory, Mich.

CHICKS STRONGER THAN OTHERS.

Simplex Supply House—I am very much pleased with your feather Brooder, a neighbor and I bought 8 day old chicks at the same time from the same man, mine are much larger and stronger than hers. She put hers in a gas heated brooder. R. D. Oberholser, Emerson, N. J.

PLEASED WITH BROODER AND SERVICE.

Simplex Supply House—We were well pleased with the brooder, it is very satisfactory. Your promptness and straight forward manner of dealing pleased us and another spring if we need anything in your line will send to your firm as we know we shall be satisfied. J. H. Garritt, N. Ridgeville, Ohio.

RAISED EVERY CHICK.

Simplex Supply House—With reference to the Simplex Brooder, would say I was and am very much pleased with same. Have not to date lost a chick placed in brooder. J. H. Edmonds, Herkimer, N. Y.

BEST OF A NUMBER—RAISED EVERY CHICK.

Simplex Supply House—I am perfectly satisfied with your feather brooders. I did not lose a chick that was put into them. They are the best I have ever used and I have used a number of different makes. F. J. Holt, Middletown, Wis.

EVEN PHEASANTS THRIVE.

Simplex Supply House—While I much prefer the natural methods, rather than the artificial, in hatching and rearing pheasants, I can say that I have had better success with young pheasants when placed under your feather brooders, than when placed in artificially-heated brooders. Gene M. Simpson, Sup't State Game Farm, Corvallis, Ore.

(Note—Pheasants are the most delicate birds and we feel highly elated over the above.)

NOT LOST ONE CHICK.

Simplex Supply House—Since using your Feather Hovers I have not lost one chick by smothering or crowding in corners. I would not sell them at any price if I could not get any more like them. Al. J. Sermersheim, Jasper, Ind.

BEATS THE HEN.

Simplex Supply House—I think your Feather Brooder is just fine. I have raised 46 chicks out of 50 and they will not stay any place only under the Brooder. I can recommend it to anybody that wants to raise chicks without the old hen. I think it beats the hen, because the chicks will not be troubled with lice. Frank J. Uhl, Venedocia, Ohio.

THE BEST PROOF.

Simplex Supply House—Having ordered two hovers for my use I have since ordered four more and I am going to install your hover in my new brood house for eighteen hundred to two thousand chicks so I think that is the best proof that I think they are the best, cheapest and handiest hover on the market. No oil, smoke or fumes, but clean, sanitary and comfortable. John E. Mathews, Box 266, Arvada, Colo.

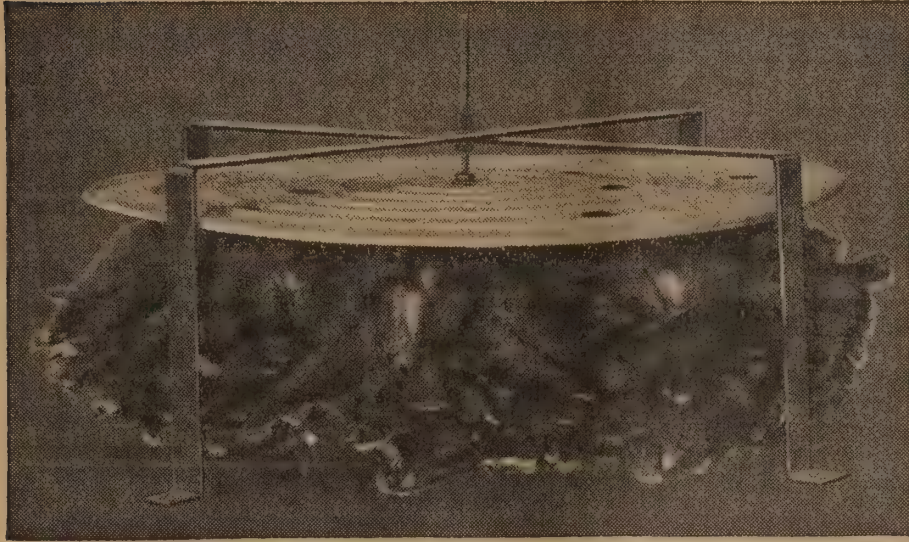
BEST FOR POULTRYMAN OF 14 YEARS' EXPERIENCE.

Simplex Supply House—The two feather Brooders I bought of you last April are all and more than you claim for them. In my 14 years' experience with poultry I have had nothing to equal it, put about 30 chicks under each hover and only lost three out of the lot but not the fault of hover. Everyone that saw it likes it very much and would recommend it to everyone that wants the best hover I ever saw. Chas Bohn, R. R. No. 2, Box 80, Milwaukee, Wis.

LOST THREE CHICKS OUT OF 200 BROODED IN FEATHER BROODER.

Simplex Supply House—The Simplicity Poultry Feeder which I received of you on May 13 is certainly doing fine and giving great satisfaction. Would not be without it for anything. It is a time and labor saving device. The above also holds good on the Simplex Perfection Feather Brooder which I purchased during the hatching season. Raise all my chicks with it and did not lose but three out of nearly two hundred which I hatched. I heartily recommend either the Brooder or feeder to any poultryman for I think it is money worth spent when purchasing either of the two. H. M. Sitterding, Batesville, Ind.

Simplex Perfection Feather Hovers



Especially adapted for heated brooder houses where an even temperature is maintained.

These hovers are identical to the Hovers used in our **Simplex Brooders**. The disk to which the feathers are attached is raised off the floor by means of a skeleton frame and can be raised or lowered at will to suit the size of the chicks by means of a wingnut operating on a threaded bolt as shown in the illustration.

These Hovers are being successfully used by some of the most noted breeders in America—they are ideal for use in brooder houses, light and easy to handle. Sanitary and clean—always. The chicks cannot get on top of the feathers and soil them—one breeder told us personally that the **Feather Hovers** paid for themselves in one month, inasmuch as he had no cloth to replace in his hovers.

ANOTHER USE FOR THESE HOVERS

If you have a brooder which is not giving entire satisfaction, remove the felt hover and heating device and purchase one of these hovers—place it in the brooder and you have a brooder that will raise more-stronger and better chicks than you have ever raised before, and at very little cost to you.

SPECIAL HOVERS FOR BROODER HOUSES

If you have a brooder house and do not wish to use our regular stock hovers—give us the dimensions of the hovers now in use and we will furnish drawings for a frame and estimate of the cost of the necessary feathers for the hover.

We Have Installed Feather Hovers in Brooder Houses of the following well known breeders.

Midlothian Farms	- - - - -	Tinley Park, Ill.
Peabody Farms	- - - - -	Hinsdale, Ill.
Tecktonius & Reed	- - - - -	Racine, Wis.
United Poultry Farms	- - - - -	Hope, Ind.
Lucas Poultry Farm	- - - - -	Downers Grove, Ill.

And a great many others—Write and ask them about **Simplex Feather Hovers** if you are skeptical.

No.	Capacity	Diameter	Height	Shipping Weight	Price
173	50 chick	18 in.	11 in.	8 lbs.	\$3.00
174	100 "	21 "	11 "	9 "	4.50
175	150 "	24 "	11 "	10 "	6.00

Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

Capacity

60 Eggs

The Reliable BUCKEYE Incubator

is *Guaranteed* to Hatch Every Hatchable Egg

Price

\$7.50

Anybody Can Hatch Chickens With A "BUCKEYE"

Why pay 40 to 60 per cent more for an incubator which will not produce the results—the **guaranteed** results—you can secure with the **Buckeye**?

No matter how satisfactory an incubator proves, it **requires care** to produce profitable results. There are certain conditions to which one must conform if they would be successful in the hatching of chicks from incubators.

We do not offer a course of lessons in hatching—but we tell you **how** to secure the best results with the **Buckeye** and, further, we claim that **with the correct care** you will get **better** results from the **Buckeye** than from any other of a similar capacity.

SOLD ON THIRTY DAYS' TRIAL.

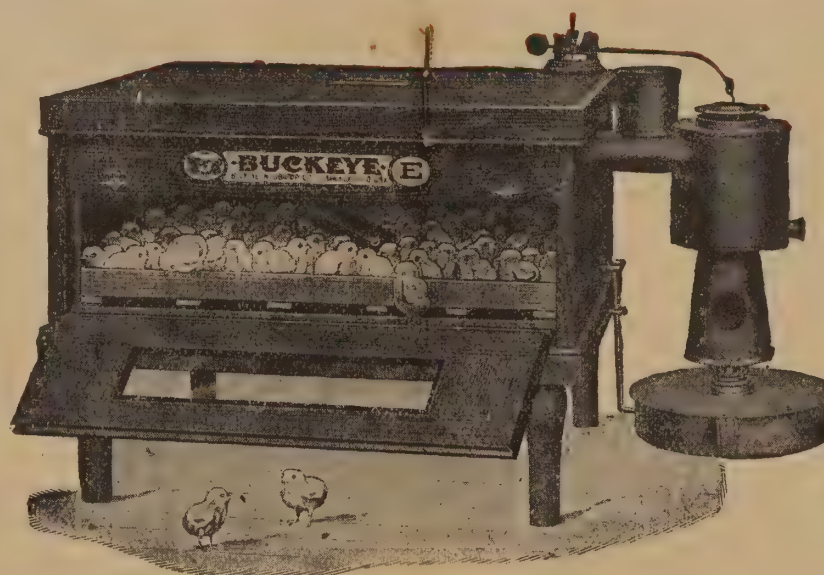
There is your full protection—TRY IT.

SPECIAL OFFER for Season of 1914-15 Only

One 60-Egg BUCKEYE INCUBATOR and one
50 - Chick SIMPLEX FEATHER BROODER

Both for \$11.00

Credit Check sent for freight charges anywhere in the United States.



Style E—Capacity, 60 Eggs.
Shipping Weight, 50 lbs. Price .. **\$7.50**

GUARANTEED to Hatch Every Hatchable Egg

It's discouraging to watch, wait and spend anxious minutes caring for an incubator only to be disappointed because the incubator failed. The **Buckeye** has **not a failure of that kind** against it, and it never will have.

The **Buckeye** is built of California Red-wood. It is finished superbly. Insulated double top and walls arranged so that—under all conditions—the right temperature may be economically maintained. Temperature is regulated by a Buckeye Thermostat.

New style of tank with a big boiler (both Toncan Metal), that will permit successful operation in a freezing temperature. Self-adjusting lamp with portable support.

With each incubator we include:
Standard Thermometer.
Improved Egg Tray.
Buckeye Egg Tester.

The incubator comes to you **complete**—ready to put into successful operation.

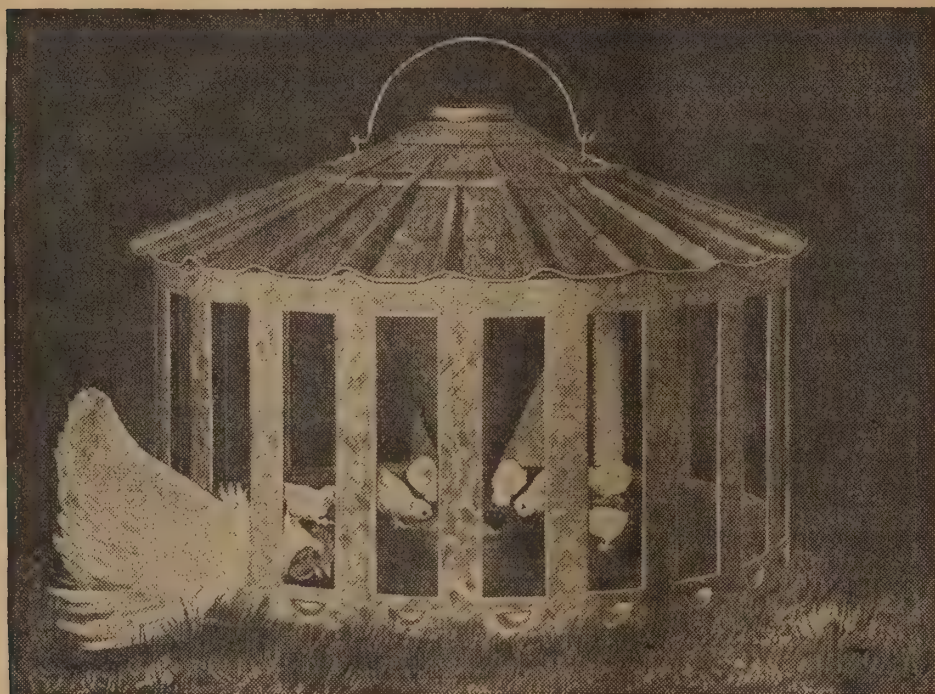
The fact that 250,000 of these incubators have been sold—all under this trial offer and guarantee of satisfaction—stands as pretty conclusive evidence that the **Buckeye** is all right.

Over
a Quarter
Million
Sold

If you are not more than pleased, your money will be refunded without a question.

Hatch your eggs in the **Buckeye** incubator and then care for the chicks in the **Simplex Feather Brooder**. You will find this the beginning of larger success with poultry.

Sold on
30 Days'
Trial



Our Latest Life-Saving and Feed-Saving Device for Little Chicks

If this saved only eight chicks—which would grow to maturity—it would pay for itself in one season.

It protects the special food you prepare for the little chicks from older birds—saves feed bills. It permits **ONLY** the little fellows to get the feed. They have plenty to eat.

It protects them from excessive heat—and rain. A place of real beauty and utility. There is a place for several of these in every well conducted poultry yard. Made of heavy galvanized iron throughout—corrugated top—extra reinforced bottom. Worth \$10.00 to any commercial poultry raiser.

SPECIAL INTRODUCTORY OFFER

No.	Capacity	Height	Diameter	Weight	Price
178	$\frac{3}{4}$ bu.	21 in.	30 in.	21 lbs.	\$4.00

3 packed in a crate for \$10.00.

"Money back if you want it."

Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building



Chicago, Illinois

If your dealer does not carry them in stock.

NEVER RAISED CHICKS SO EASY.

Simplex Supply House—I have used two of your Perfection Feather Brooders the past season with very satisfactory results. I do not go into the poultry business very extensively, but I have never raised chickens so easily as with your brooders and they have not been troubled at all with lice. I shall always recommend your brooders to my friends. Mrs. Byron Cornell, Baldwinville.

CHICKENS TOOK TO IT AT ONCE.

Simplex Supply House—I am perfectly satisfied with the Kant Klog Poultry Feeder. Poultry took to same at once. Have fed no grain only through feeder since using same. C. G. Van Buskirk, West Orange, N. J.

DID NOT LOOSE A CHICK.

Simplex Supply House—I am perfectly satisfied with the Simplex Perfection Feather Brooder I bought of you April 1st, 1914. Am pleased to state that I have never lost a chick while they were under the hover. Fred Kantlehner, Chelsea, Mich.

MORE THAN SAVED ITS COST.

Simplex Supply House—The Simplicity Low Coop Feeder received from you last spring has more than saved its cost in feed and work already. We don't have to be around at feeding time as we would in hand-feeding. John Jacka, Calumet, Mich. Aug. 9, 1914.

FROM OUR FIRST CUSTOMER.

Simplex Supply House—Your Feather Brooders received. We are well pleased with them. The writer has been using them for the past four seasons. In case we use our larger brooder house next season, we will equip all of our hovers with your featherers. Peabody Farms, Lee E. Morris, Mgr., Hinsdale, Ill.

(Note—Mr. Morris bought the first feather Brooders we manufactured, four years ago.)

Simplex "Special" Hot Water Hover

Simple, Safe and Practical

This hover is designed to fill the wants of the poultry breeder who clings to the idea that artificial heat is very necessary to brood chicks satisfactorily. It is intended for use indoors and constructed in the following manner.

From the hover proper, pipes of non-rusting terne-plate metal lead to the heater and hot water tank. The lamp being outside, fumes do not reach the chicks. The tank for hot water is inside of a galvanized iron compartment-packed with asbestos to retain the heat. If the lamp goes out the hot water keeps chicks from chilling. Needs little care.

Comparing this, point by point, with other similar hovers, the SIMPLEX "SPECIAL" has the advantage of simplicity—correct design—and price. This hover is staunchly made to last a lifetime.

Made in two sizes and sold as follows:

No.	Capacity	Height	Diameter	Shipping Weight	Price
155	30 chick	7 in.	14½ in.	8 lbs.	\$3.25
156	125 chick	7 in.	23½ in.	14 lbs.	5.50

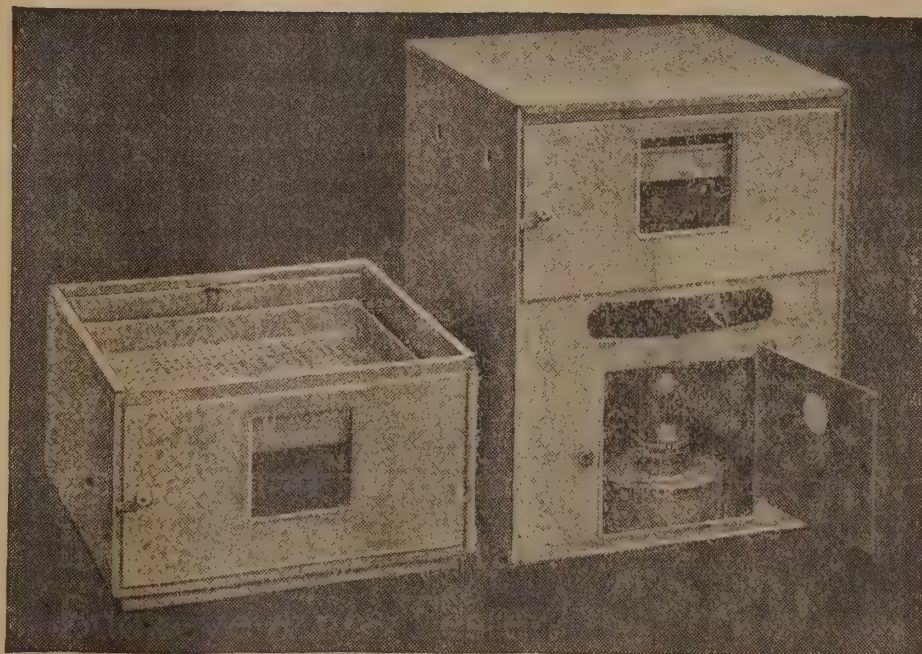
Our "Sectional" Grain Sprouter

Sprouted Oats gets Winter Eggs

Everybody recognizes the fact that Sprouted Oats—fresh green stuff, increase egg production. Fresh green food is as necessary to the production of eggs as it is to the production of milk. No modern dairy is without its Silo and no successful egg farm without its Grain Sprouters.

Our "SECTIONAL" Grain Sprouter is designed to meet the requirements of both large and small breeder. It is built in sections so that you can increase its size in proportion to the size of your flock. First section contains the lamp box and two trays—additional sections contain two trays. The first section will supply the wants of fifty birds and each additional section will take care of fifty more.

The Sprouter is made entirely of heavy galvanized iron, double walled throughout, cannot warp or be set on fire. Has special fresh air feature which prevents the grain from moulding or becoming sour, is practically indestructible and will last a lifetime. Made in one size only and sold in sections as desired.



	Base	Height	Shipping wt.	Price
No. 159—Lamp Comp & 2 Trays—	17½x18	23 inches	21 lbs.	\$6.72
No. 160—Section 2 Trays	17½x18	10 "	13 "	3.36

ROUND BABY CHICK FEEDER



A Feed Saver—Clean, Sanitary—This round baby chick feeder is absolutely sanitary, as every part of the pan can be easily cleaned. The cone-shaped bottom keeps the feed moving towards the edges of the pan where the chicks can get it through the holes made in the sliding top. This baby chick feeder prevents waste of feed by the chicks and prevents the chicks from getting into the feed and contaminating it. The sliding panel makes it easy to fill or clean. Well constructed of galvanized iron. Positively will not tip over.

WHEN FILLED AFFORDS
PROTECTED FEEDING ACCOM-
MODATIONS FOR A NUMBER
OF CHICKS



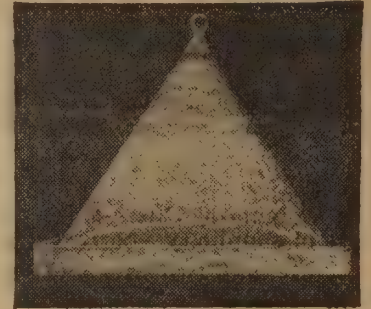
vents waste of feed by the chicks and prevents the chicks from getting into the feed and contaminating it. The sliding panel makes it easy to fill or clean. Well constructed of galvanized iron. Positively will not tip over.

No.	Diameter	No. of Holes	Shipping Weight	Prices
111	6½	8	1 lb.	\$0.15
112	9	12	1½ lb.	.23

"SAFETY FIRST" BROODER FOUNTAIN OR FEEDER

This is the latest and most up-to-date sanitary fountain or feeder on the market. The removable bottom makes it easy to clean and absolutely sanitary. It can be used either for feed or water. Chicks can get at contents on front side only, there being a slit of about ½ in. between the pan and the top, from which they can be supplied with the contents. This opening is 9½ inches long and a good many chicks can be supplied. It is well made of heavy galvanized iron. When used as a fountain the smallest chicks cannot drown. When used as a feed hopper it insures enough feed for the chicks, as it cannot clog and chicks positively cannot waste the feed. It sets squarely in the corner out of the way and cannot tip.

No.	Height	Width	Shipping Weight	Price
100A	7½	10 in.	1 lb.	\$0.23



STAR FOUNTAIN OR FEEDER TO FIT MASON JARS

Will fit any Mason Jar.

Cheap and Sanitary



Special attention is called to the construction of this new star fountain or feeder to fit mason jars and to the extremely low price which they are being quoted only to introduce them throughout the country. This contrivance will meet with the approval of every poultryman. Being shaped like a star, it allows more chicks to be supplied than with the round pan and furthermore it keeps the contents clean and prevents the chicks from getting into the pan. This base will fit pint, quart or half gallon mason jars and can be used for either feed or water for little chicks. The glass top enables you to see the supply at a glance. Made of heavy Terne Plate metal, one size only.



These 3 for 25 cents

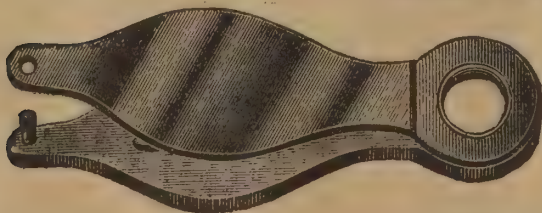
3 of these "Star" Fountains will be sent postpaid for 25c to any address in the U. S.—to introduce our goods.

No.	Diameter	Weight Singly	Weight of three	Price
132	6½ in.	5 oz.	1 lb.	10c each 3 for 25c

COMBINATION POULTRY PUNCH AND CIGAR CUTTER

Simply Constructed

Very Effective



Our combination poultry punch and cigar cutter for marking little chicks by punching identification holes in the web between the toes is favored by all breeders. This little punch is the most satisfactory and inexpensive punch made for this purpose. Simple in construction and very effective. The cigar cutter at one side makes this punch answer two purposes. Made in one size only. No. 138, price 22c each, by mail 2c extra.

Order any of above direct from

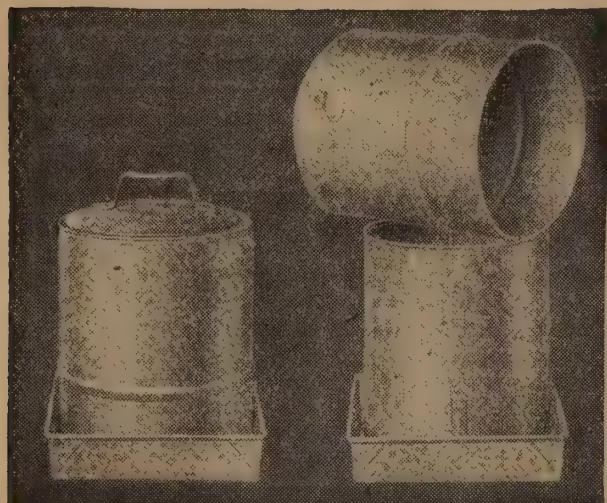
SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

Our Sanitary Double Wall "Vaccuo" Poultry Fountain



Fills From the Top

Hang or Stand Up

The most popular Fountain on the market.

Fresh water is one of the most important necessities for poultry. *Stale water is poison!*

When using the ordinary single wall fountains considerable time and attention must be given to replenish these fountains with fresh water in summer and to keep them from freezing in the winter.

This Sanitary fountain is double walled. Fill the reservoir

from the top, slide the cover over and the dead air space between the wall of the reservoir and cover will act similar to the vacuum in a Thermos bottle. It insures pure water.

This fountain assures a constant supply of fresh water—cool in summer and not excessively cold in winter. With reasonable care it gives splendid satisfaction.

Square pan at bottom affords drinking facilities for two pens at the same time and prevents fowls from getting their wattles wet and frozen in winter. Manufactured of heavy galvanized iron in three sizes.

No.	Capacity	Height	Width	Shipping Weight	Price
101	1 gal.	12 in.	8 in.	4 lbs.	\$1.23
102	2 gal.	13 in.	10 in.	6 lbs.	1.68
104	4 gal.	18 in.	11 in.	9 lbs.	2.19

Our "Tri - Sanitary" Brooder Fountain

Easy to Clean

Will Not Tip Over

This fountain is well known throughout the country, having been a standard pattern for brooder fountains for several years. It sets in a corner of the brooder or can be hung up.

The fountain is absolutely sanitary as every part can be easily cleaned. Made with

removable bottom and manufactured of the best galvanized iron. Can not be upset and the little chicks will not get wet.



No.	Capacity	Height	Width	Shipping Weight	Price
100	1 quart	6½ in.	4 in.	1½ lbs.	24 cents
105	1 gallon	8 in.	6 in.	2 lbs.	48 cents



Sanitary "Bottom-Fill" Fountain

Cheap and Durable—Easy to Clean

Here are two vital reasons why this is especially desirable:

Will not burst from freezing.

Chickens cannot roost on top.

The saucer shaped base—and the cone shaped top bring about the above advantages.

It is an inexpensive—but durable and satisfactory fountain.

Well built from galvanized iron, in three sizes.

No.	Capacity	Height	Width	Shipping Weight	Price
119	1 quart	6½ in.	6 in.	1¼ lbs.	\$0.19
120	½ gal.	8 in.	7 in.	1½ lbs.	.24
124	1 gal.	10 in.	8 in.	2¼ lbs.	.33

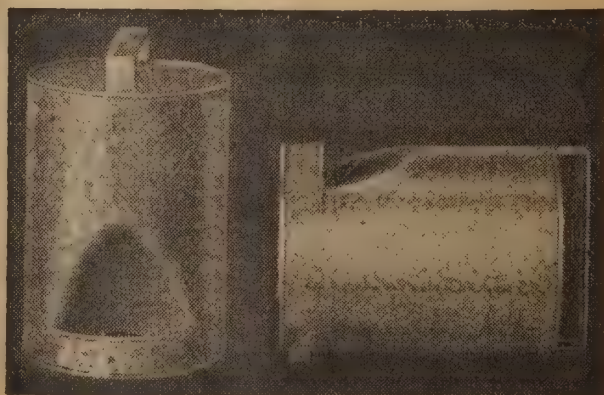
"Special" Wall Fountain

Made in Two Styles: One Piece
and Sanitary.

Both have their advantages.

Lay down to fill—Hang up to use.

The Sanitary style, with removable bottom, is more easily cleaned than the one piece type.



The one piece will stand more rough usage without spilling or damage. It may be cleaned by inserting gravel or sand and shaking.

Usual rust-resisting iron construction—and the regular "SIMPLEX" guarantee of satisfaction.

No.	Capacity	Height	Width	Shipping Weight	Price
125	½ gal.	7 in.	5½ in.	2 lbs.	\$0.33
126	1 gal.	7 in.	7½ in.	2½ lbs.	.48
127	2 gal.	11½ in.	7½ in.	3 lbs.	.72
125S	½ gal. Sanitary	7 in.	5½ in.	2 lbs.	.33
126S	1 gal. Sanitary	7 in.	7½ in.	2½ lbs.	.48
127S	2 gal. Sanitary	11½ in.	7½ in.	3 lbs.	.72

Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

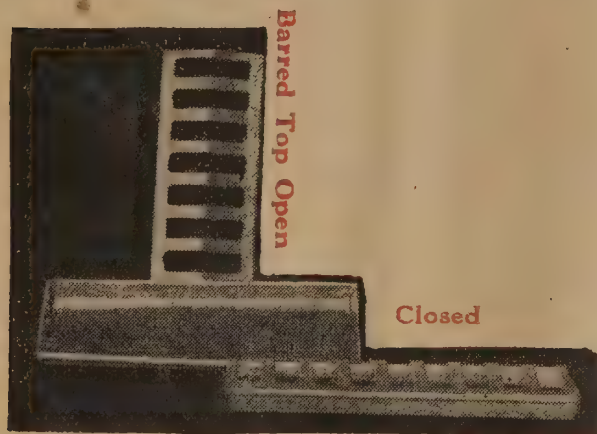
The "GRAND LEADER" Inexpensive Sanitary Fountain **1 Gal. 27c**

The big thing about this number is the **QUANTITY** you get for the **LITTLE PRICE**.

One gallon capacity for 27 cents—6 for \$1.50. If you don't feel that you can spare the funds for our better fountains then, to you, we recommend this "Grand Leader" as a good purchase for your money. It's well made and sanitary. The basin is held securely to the reservoir, which fits snugly over the raised portion in the basin. Easy to carry! Bottom can be removed for cleaning in a few seconds! Packed six in a crate! Order six and solve the "Fresh Water" problem in your poultry yard.



No.	Capacity	Height	Weight Singly	Weight 6-in-Crate	Price
110	1 gal.	9½ in.	2½ lbs.	10 lbs.	\$0.27 6 for 1.50



"Square Deal" Sanitary Feeding Trough

The barred top prevents waste and assures every fowl—large or small—of the "square deal." When used for water this top prevents the drowning of little 'chicks. The bars and slide form one unit which may be removed to fill or clean the trough. Made of heavy galvanized iron, in three sizes.

No.	Length	Width	Shipping Weight	Price
121	12 in.	5¼ in.	1½ lbs.	\$0.24
122	18 in.	6 in.	2 lbs.	.48
123	24 in.	6 in.	3 lbs.	.72

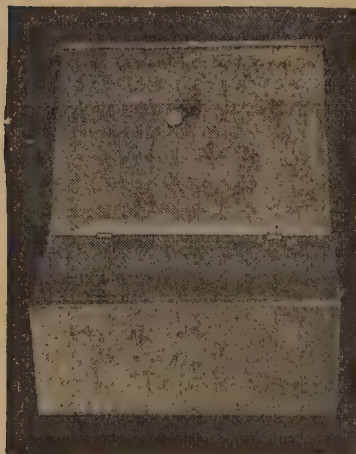
Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

**CLOSED**

The Never-Clog Dry Mash Hopper

It Will Never Clog

Insures Proper Mash Feeding

Hopper feeding, with a well selected mixture, is one of the best known winter egg producers as feed is kept before the fowls all the time. The one great objection to hoppers in the past has been that

they clog and the fowls are unable to get at the contents. This hopper is constructed on a principle which absolutely does away with all clogging, no matter how coarse the feed may be. The **gradual enlargement** at the base, together with the **vibration** caused when the fowls feed, force the food downward. The "Never-Clog" is constructed to hang up out of the way. Rat proof when closed—and birds cannot waste feed. It is a mechanically perfect hopper at a price far below that at which you were formerly able to purchase hoppers of inferior quality. A trial order will convince you of these facts. Made in three sizes of the best galvanized iron.

**OPEN**

No.	Capacity	Length	Width	Shipping	Price
135	12 qt.	8½ in.	7 in.	6½ lbs.	\$0.72
136	18 qt.	12 in.	7 in.	8 lbs.	.96
137	36 qt.	24 in.	7 in.	14 lbs.	1.44



"Comp" Grit and Shell Boxes

Round Bottom Prevents Clogging

2, 3 & 4 Compartments

Grit, shell and charcoal are essential parts of diet for healthy fowls. Our inexpensive grit and shell boxes which can be hung up anywhere prevent waste by the fowls. The round bottom prevents clogging. The two compartment box is especially designed for feeding baby chicks. This two compartment box is made with a square bottom so that it can easily stand up or be hung up. It can also be used to feed the larger fowls if the flock is small. All three sizes are made of the best galvanized iron and well constructed.

No.	Capacity	Height	Width	Shipping Weight	Price
145	2 compartment	7½ in.	4¾ in.	1½ lbs.	24c
109	3	12	8¼ "	3¼ "	48c
190	4	12	11	4 "	72c

Order direct from

SIMPLEX SUPPLY HOUSE

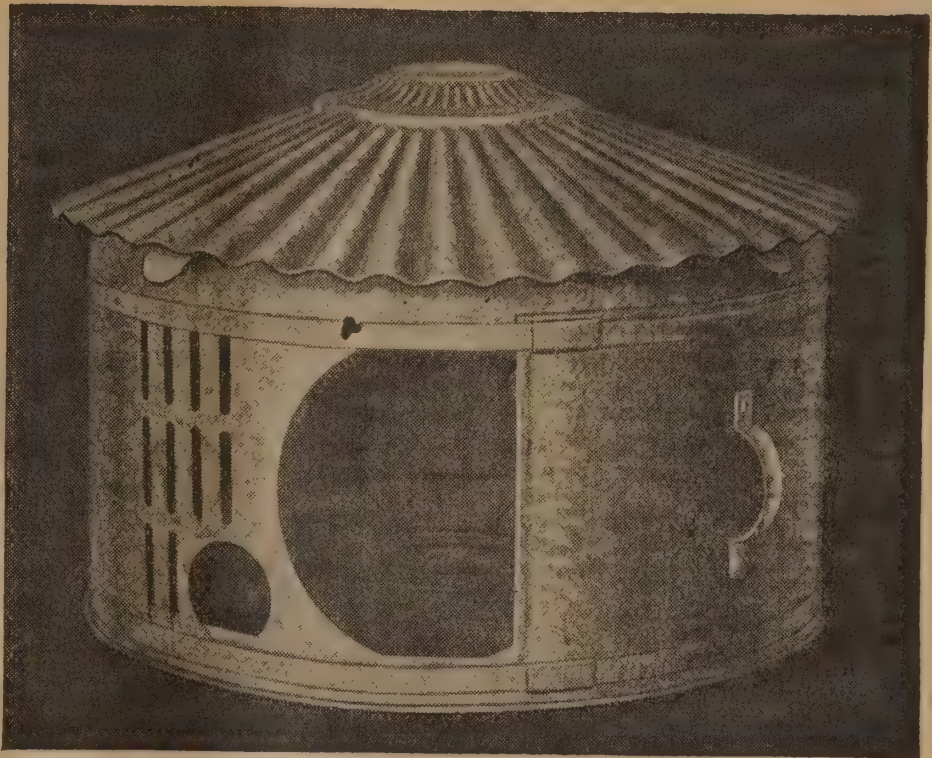
Pontiac Building

Chicago, Illinois

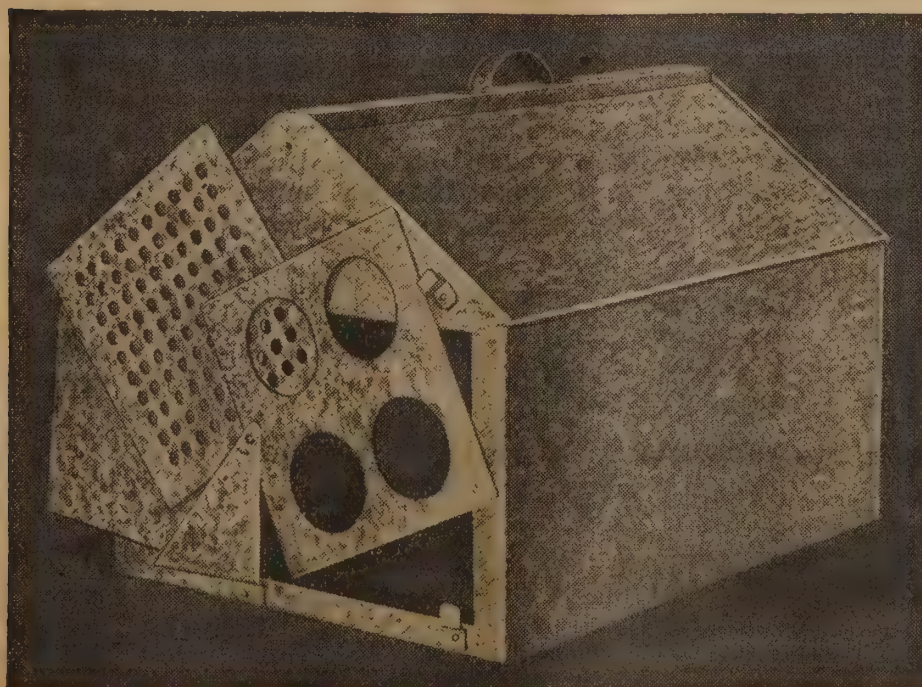
If your dealer does not carry them in stock.

The "Invincible" Round Brood Coop

The demand for brood coops is increasing from year to year, and in order to supply this increasing demand, we have designed coops to fit in with the ideas of the various poultry men. The Invincible Coop is made round of heavy galvanized iron with double corrugated top, as shown in illustration. This top can be removed in one instant by springing the clamp attached thereto. The bottom is made of heavy corrugated galvanized iron and is also removable. The one-piece door is perforated at one end so that it can be used either as a screen or storm door according to weather conditions. When hen is confined in coop she has plenty of light and fresh air supplied by the storm-proof ventilator opposite the door and under the eaves, making it a perfect system of ventilation when the solid door is closed. Absolutely rain proof, rat proof, vermin proof, no corners for accumulation of dirt or smothering of little chicks. Coop is collapsible and when taken apart six coops can be conveniently packed in one crate. It is made of the very best galvanized iron and cannot fail to please.



No.	Top Diam.	Body Diam.	Height	Shipping Weight	Price
151	23 in.	21 in.	20 in.	20 lbs. each	\$1.68
150	26 in.	24 in.	20 in.	6 in crate, 95 lbs.	1.92



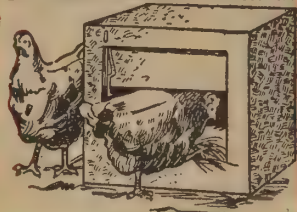
Our "Special" Square Brood Coop

This coop is designed to meet the requirements of the breeders to move from place to place. It can be picked up and carried to any part of the yard without inconvenience. It has three perfect swinging doors; one allows the chicks to pass in and out and keeps the hen inside; another is perforated to protect the chickens at night, but allows plenty of air. Door number 3 is solid to shut up tight, being a protection from cold and storm.

No. 149, Length 24 in., Height 18 in., Width 18 in., Shipping Weight 14½ lbs., 6 in crate 90 lbs., Price, \$1.68.

SIMPLEX SUPPLY HOUSE
Pontiac Building
Chicago, Ill.

DELICATE TRIGGER HOLDING
TRAP RELEASED BY HENS
ENTRANCE FALLING SILENTLY



Our "Silensure" Trap Nest

Trap-nesting is becoming more popular—and "There's a good reason."

It is an easy matter, by this means, to find out what hens are paying a profit—and which ones are due for the executioner's block.

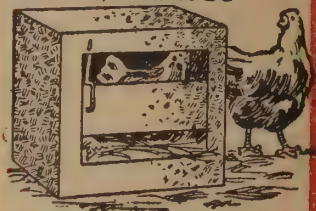
It is a vital necessity, in determining GOOD STOCK. The best laying strains today are those which have been developed from individual birds of unusual merit—discovered by means of the trap nest.

Our "SILENSURE" Trap Nests may be placed in any desired location. Unlike so many trap-nests they are LOW IN PRICE. It would be hard to find a more satisfactory nest. Sealed back and sides—but there's plenty of fresh air enters the front. The "trap" can be removed in an instant without tools—and it's then a good, ordinary nest. Sanitary—lice proof—made of rust-resisting iron.

The trap is simple but effective. Always works.

No.	Capacity	Height	Width	Shipping Weight	Price
133	Medium Birds	12 in.	12 in.	7 lbs.	\$0.72
134	Large Birds	14½	12 in.	7½ lbs.	.96

TRIGGER LOCKS TRAP AND
HEN THEN THERE TO STAY
UNTIL RELEASED



Our Display Exhibition Coop

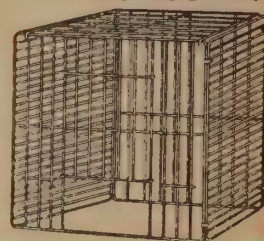
MADE
COLLAPSIBLE
FOR
EASY
HANDLING



Shows up the Birds
to Best Advantage

Easy to Ship and Handle
Being Collapsible

CAN BE SET UP IN
ONE SECOND'S TIME



Our special exhibition coop is made of high grade galvanized steel wire and sheet metal, welded electrically to make both strong and perfect. It contains no clips or bolts to break the plumage of your fowl. Doors are large, enabling you to remove or replace the birds easily. Each coop arranged with feeding and drinking cup attachments. No bottoms are furnished, as they can be constructed of lumber for little expense, thereby saving delivery charges. Comes in two styles. Sheet metal sides or all wire.

No.	Dimensions	Shipping Weight	Price
146—All Wire Coop	24x24x27	15 pounds	\$1.68
147—with Sheet Metal Sides	24x24x24		1.68
148—for Bantams and Pigeons	16x16x18		1.20

All of the above are collapsible. Shipped Knocked Down.

Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

If your dealer does not carry them in stock.

Chicago, Illinois

"Simplex" Egg Carrier

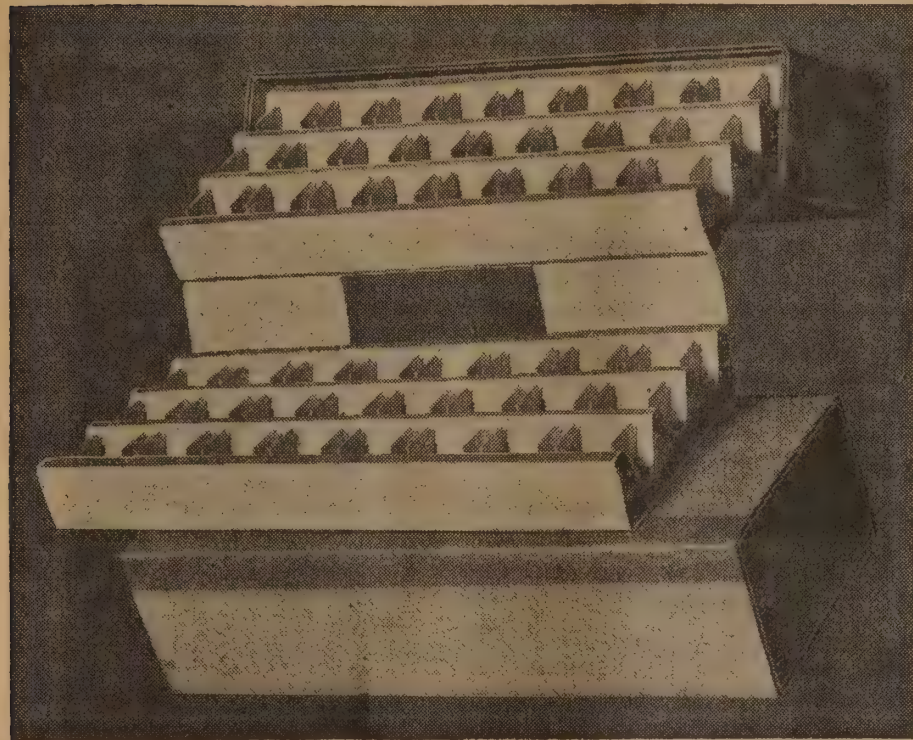
Carries Eggs Safely

Parcel Post or Express

"Safety first" should be the slogan of every breeder who ships eggs, especially of those who ship hatching eggs. The best egg carrier is **none too good**. There are numerous egg boxes on the market with a range of price varying as to the quality of the box.

Our Simplex Egg Carrier is positively one of the strongest and best egg carriers on the market. It can be used either for parcel-post or express shipments and if desired it can be used over and over again as it is practically indestructible.

The patent construction of this carrier makes it practically "breakage proof." The eggs are cradled as in a hammock, between the upper and lower section of the carrier and the quarter inch air space between each egg takes away any jar to which the carrier may be exposed.



This carrier is not only the **SAFEST** but also the cheapest carrier which you can afford to use for shipping eggs, either for hatching or market purposes. The outside box is constructed of the best grade of corrugated straw-board, the center walls are made of heavy card board and the patented hammock or cradle made of the best grade of rope manila.

When put together this box is absolutely solid—no weak spot anywhere—stand on it—fill it with eggs and drop it on a stone sidewalk—put it to the most severe test—and you will agree that it is the best carrier made.

MADE IN THE FOLLOWING SIZES—OTHER SIZES MADE TO ORDER

No.	Capacity	Length	Width	Height	Ship. Wt.	Each	Per Doz.
180	15 eggs	11 in.	7½ in.	4¼ in.	19 oz.	\$.15	\$ 1.50
181	30 eggs	11 "	" "	7¾ "	31 "	.25	2.50
182	1 dozen	9 "	" "	4¼ "	12 "	.12½	1.25
183	2 "	17 "	" "	4¼ "	26 "	.20	2.00
184	4 "	17 "	" "	7¾ "	42 "	.30	3.00
185	6 "	17 "	" "	11¼ "	58 "	.50	5.00

SHIPPED KNOCKED DOWN

Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

EVERYBODY'S SATISFIED.

Simplex Supply House—We send these few words of appreciation of your feather hovers we used this past season. We also sold several and all customers have been satisfied. The Moody Poultry Plant, R. F. D. 1, Box D, Zion City, Ill.

Licene

LICE—Do They Trouble Your Fowls?

One of the greatest problems that poultry breeders have to contend with is how to overcome the enormous poultry losses caused by parasites (lice.)

It has been estimated that the third generation of a single louse may reach the enormous sum of 125,000 all of which may be produced in as short a time as eight weeks. So you will readily see how a few weeks of neglect (if your chickens become lousy) may result in many dead chickens and a loss of profit.

WHAT IS LICENE?

For exterminating lice and "nits" on chickens it is applied twice a year. It is used extensively on the largest poultry farms, at leading universities and experiment stations and sold on its merits. Mr. E. B. Thompson, Amenia, N. Y. the leading authority on poultry and President of the American Poultry Association says: "I have tried Licene with the best of results; it is a most excellent preventive of lice and quick and rapid exterminator. Licene should have a great sale to poultrymen who must appreciate its value being tried." (Signed) E. B. Thompson.

WHAT LICENE WILL DO

Licene will destroy every louse and "nit" on your chickens, usually keeping them free from lice for six months. Licene when applied to the hen three days before setting, positively prevents head lice. Licene being of a greasy nature and easy to apply, you are not distressed with smarting eyes and irritated nostrils as you would be in using Sulphur, Lime or Tobacco Dust. There is no odor to saturate your clothing with stench and smell. Licene will not injure your birds in any way, nor retard the egg yield. Licene does not destroy the fertility of eggs. Per tube, 45c, by mail 5c extra.

READ WHAT USERS SAY

Simplex Supply House—I am very well pleased with LICENE and would be glad to recommend its use to every one.

James T. Cox, Patterson, N. J.

Belgrave, Ont., Can. Aug. 22, 1914.

Simplex Supply House—I got some of your LICENE some time ago and think it is ahead of anything I have ever tried before. Enclosed find \$2.50 for which send me 5 more tubes.

Stanley Cook.

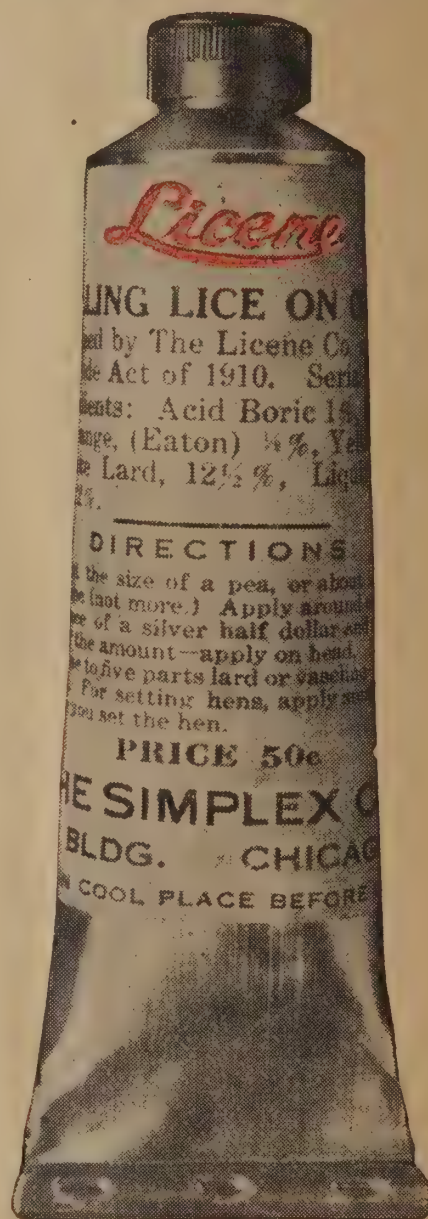
Send orders direct to

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.



FULL SIZE
Enough for 200 Birds

Diarrene

White Diarrhoea, the plague of baby chicks, can absolutely be prevented by the use of Diarrene. If treatment is delayed until chicks become afflicted it will cure at least 80% of the afflicted chicks. Immunize your chicks by putting a tablet of Diarrene in the drinking water from the day your chicks hatch. Price, 45c per box, by mail 5c extra.

Pipene

A remedy for Roup (Pip) in chickens. This is the most wonderful preparation on the market for the purpose. One application effects a cure. It is an oily substance and is applied at the root of the evil, namely, in the nostrils and in the cleft of the mouth. It is used by leading breeders, among them, U. R. Fishel, Hope, Ind., Dr. J. H. Carpenter, Glen Ellyn, Ills., H. Cecil Sheppard, Berea, Ohio, and H. H. Coburn, Marysville, Mich. Sold on its merits. Price, 45c, by mail 5c extra.

Coldene

Prevents Roup by curing fowls of a cold, as soon as contracted. Roup, the deadliest of all diseases is the outcome of a neglected cold. Coldene will positively cure the cold. Price, 45c, by mail 5c extra.

Rat Corn

Kills the rats in your poultry yard without odor.
It mummifies them.

Regular 15c can 13c by mail 2c extra.

"	25c	"	21c	"	"	4c	"
"	50c	"	42c	"	"	8c	"

SIMPLEX SUPPLY HOUSE—Received the rat corn that I sent for and was pleased with it. It surely is death to rats.

J. F. Warner, Liberty, N. Y.

NOTE:—Owing to the lack of space we are unable to print testimonials on all the above preparations. However, all these preparations are sold with the understanding that if you are not satisfied with the results obtained in 30 days, your money will be refunded.

Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

The Leg Band for Your Chickens

50 for 25c

Any One Size

No's. 1 to 50



We know that if you once use "INVINCIBLE" Leg Bands you will buy no others. We know that ONE order means a regular customer, and we want you to become acquainted with our poultry supplies. Here is the offer:

Fifty of our self-locking leg bands—the "INVINCIBLE"—(numbers 1 to 50) for the special price of 25c. Only one lot will be sold to a single buyer at this price. Regular prices—which are attractive—appear at the bottom of next page. We believe that these are the best leg bands made. Locked by simply pushing the ends together. The one way to remove them is to CUT THEM OFF. Made of a new rust-proof, non-corroding metal. Highly polished. Put on bands that will STAY PUT.

LOST 10 OUT OF 180 WAY UP IN CANADA.

Simplex Supply House—The Feather Brooder I purchased from you last May is, in my opinion, an ideal machine. I hatched 180 chickens under hens, put them in the brooder and only lost 10, therefore this is ample proof of the good qualities of the Simplex Perfection Feather Brooder and am extremely delighted with the results. Herbert Kitchingman, Box 336, Minnedosa, Man., Can.

(Note—Feather Brooders should be purchased in Canada from our Canadian distributors, Birchcliffe Poultry Supply House, Birchcliffe, Ont., Can.)

READ THIS UNBIASED OPINION.

Simplex Supply House—I purchased 150 chick size Simplex Feather Brooders last spring. I wish to say that it gives entire satisfaction. It is easy to clean and also to keep clean. Light to handle, durable, sanitary, well ventilated and keeps chicks very comfortable. In fact it is all you claim for it. I cared for more than 100 chicks in mine and raised nearly all of them. They are now about 10 weeks old and as nice a lot of chicks as one could wish for. I expect to purchase another next year. Thanking you for prompt delivery, etc., and wishing you the best of success, I am Mrs. Mabel Howgate, Box 29, R. 1, Newfoundland, N. J.

CHICKS ALMOST "BOUND FROM THEIR SHELLS."

Simplex Supply House—I make a business of breeding stock and day old chicks and I want to say that my birds get all the exercise they can to insure abundant vigor and while I recognized your apparatus as a splendid feeder, I was not so sure about the exerciser part of it. Now after several months I feel I can safely say that it is as good an exerciser as a feeder, as my stock show signs of a vigorous, active life. I am well pleased with my investment. My chicks almost "bound from the shell" and are as strong and as vigorous as anyone could wish. H. D. Barto, Manlius, N. Y.

OUR APPLIANCES HELPED WONDERFULLY.

Simplex Supply House—The appliances you shipped to Mr. Fred C. Stagg of our association were used throughout our 42 days' Egg Laying Contest and everyone pronounced them ideal accessories. Our contest which produced 2,420 eggs from 98 hens in 42 days was a really remarkable exhibition of productive qualities under peculiar conditions, and we feel that your appliances helped wonderfully in the establishing of records. Harrie C. Miller, Park Ridge Business Men's Association, Park Ridge, Ill.

LIKES BABY FEEDERS FINE.

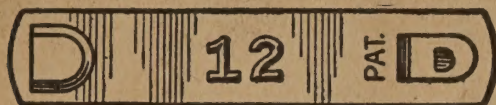
Simplex Supply House—I like the baby feeders just fine. I love to watch them help themselves eat and grow. Never had any little chicks do so well. I liked my water fountains also, they are a great help. Water always clean. Mrs. Emma Humphrey, Smithville, Mo.

NEVER BOTHERED IN THE LEAST.

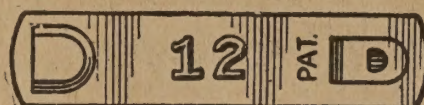
Simplex Supply House—Everything is as you claimed, feeds all kinds of grain, never clogs, and has never bothered in the least, I am perfectly satisfied. Edwin E. Browning, New Bedford, Mass.

A Sealed Band That Requires No Sealer

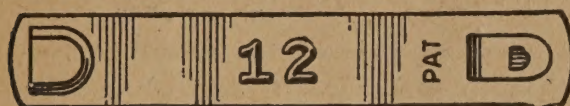
EMBOSSED NUMBERS



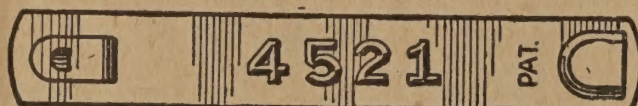
No. 1. Pigeons.



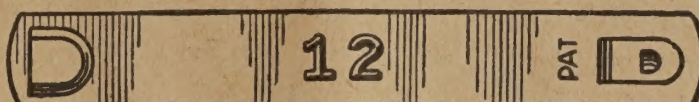
No. 2. Hamburg and Polish Females.



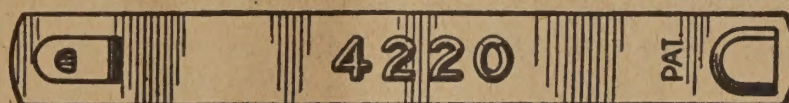
No. 3. Hamburg and Polish Males.



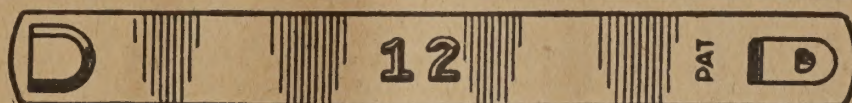
No. 4. Mediterranean Females.



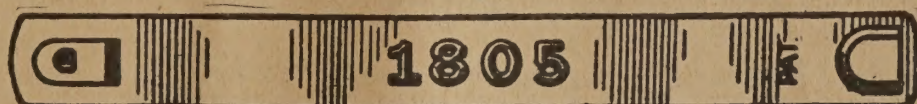
No. 5. Mediterranean Males.



No. 6. American Females.



No. 7. American Males.



No. 8. Asiatics and Turkeys.

The above illustration shows the exact size of the bands.
Always state size desired in ordering.

Locked Simply by Pushing Ends Together

OUR REGULAR PRICES

12 bands, any size or no. . . .	\$0.13	100 bands, any size or no. . . .	\$0.70
25 bands, any size or no. . . .	.22	500 bands, any size or no. . . .	3.30
50 bands, any size or no. . . .	.40	1000 bands, any size or no. . . .	6.00

READ THESE TWO COMMENTS FROM PLEASED BUYERS:

"I think they are the best leg bands that I ever saw. They will not come off when you once get them on. Will send for more this Fall. I will tell my friends about them."—W. Bittner, Clinton, Iowa.

"As a rule I am averse to expressing an opinion as to the merits of articles purchased, but this band is so superior to all others which I have seen that I shall break the 'rule' by stating that I am unable to see how it is possible to secure a simpler or better one. The instant, yet secure, application of the band to the fowl, especially appeals to me."—H. M. Richards, Galesburg, Ill.

Order direct from

SIMPLEX SUPPLY HOUSE

Pontiac Building

Chicago, Illinois

If your dealer does not carry them in stock.

Save This Check

by buying your poultry appliances of us and SAVE money. Every year our customers SAVE good substantial sums on their supplies. Some save only a dollar, perhaps—others fifty, or more,—depending on the size of purchases. But EVERY DOLLAR saved is a dollar earned. Filling out an order—stamping a letter—and mailing it—is a pretty easy way to EARN money. You can save by buying your poultry supplies from SIMPLEX SUPPLY HOUSE. Then, too, we fully guarantee satisfaction. You must be pleased—for we allow you ample time to send back what you have bought and ask for your money, if you prefer the money to the goods.



Dollar for dollar you can't buy more VALUE than we offer.

Every item in our line is a success. The experimenting has already been done. You can DEPEND on anything you order from our catalogue.

But again we say: if, for any reason, which we can't anticipate now, you should be dissatisfied—send for your money.

Write Us Often

If you need something in the way of special equipment—not shown in the catalogue—we will welcome your letters. We will assist you if possible.

Or, if you have any further inquiries to make concerning any goods listed—write us about them.

We Will Make Your Interests, Ours.



SIMPLEX SUPPLY HOUSE

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CHICAGO, ILLINOIS

